

CHIROPRACTOR, KNOW THYSELF

By

GEORGE ALEXANDER BALTIS, D. C.

Los Angeles, California

Privately Published

COPYRIGHT 1936
BY
GEORGE ALEXANDER BALTIS, D. C.
ALL RIGHTS RESERVED

Reprinted 2008
www.OsteopathicBooks.net

DEDICATION
TO THE
CHIROPRACTIC PROFESSION ;
TO EACH AND EVERY
FOLLOWER OF D. D. PALMER
THIS BOOK
IS
RESPECTFULLY DEDICATED

PREFACE

THE GOOD DOCTOR said, "Gee! I wish I had had that book twenty years ago. It would have prevented many costly mistakes."

This book is dedicated to Humanity Helpers, to Chiropractors. While the contents have been compiled and arranged by a single individual, we have had numerous commendatory encomiums from many Chiropractors from every part of our country, proving that a want of such an essay was felt by many members of the profession. Grateful for this result and having implicit confidence in it ourselves we recommend it heartily to our professional brethren, sincerely trusting that this text may aid in advancing the general interest of the profession and the welfare of its members.

As far as we are aware no such text has as yet been placed in the offices of our profession. For this reason we believe that an essay on personal questions in every-day office practice plus self-examination, combined into one harmonious whole, would be of decided benefit to numerous members of the profession.

Within a limited space, will give the reader a vast amount of most valuable knowledge, questions and answers, words and meanings that might be used in office conversation by the most cultured people.

Many Chiropractors may develop an excellent adjusting technique in six months, but it takes many years of intensive study of human nature to learn to meet the multitude—not only your patients but with the public in general. Every one you come in contact with will form either a good or bad opinion.

Work as though you would live forever and live as though you would die today.—E. M. HERR.

CHAPTER I

COURTESY IS the first sign of intelligence. Professional tact and business sagacity are as necessary to a Chiropractor as the compass is to the explorer or the telescope to an astronomer. Besides the above qualifications, the student of our science if he is to succeed in practice, must strive to attain a comprehensive concept of things under his observation. To accomplish this he must above all else develop his ability to determine accurately the condition of his patient, whether mental or physical, and to conceive to do the right thing or adjust the proper area at the right time. This is the essence of skill and the chief difference between successful and unsuccessful Chiropractors.

There is a great deal for Chiropractic improvement in lines here indicated. We refer, for instance: There are ladies and gentlemen in our profession who are perfectly acquainted with the scientific aspects of Chiropractic and can tell you where to adjust, and what to do, and how to handle every case that afflicts humanity, who nevertheless after earnest trial have failed and never achieved either reputation or practice because they lacked professional tact and business sagacity.

There is nothing more pitiful than to see a worthy Chiropractor deficient in these qualities waiting patiently month after month, year after year, for practice and a consequent sphere of professional usefulness that never comes. When a Chiropractor finds himself

in such a dilemma he should ask himself, "What shall I do? What shall I add to the strictly scientific to make my success in practice more certain and more complete?"

In the very beginning one must be very cautious, must be well prepared scientifically and financially. It is unwise to start practicing right after graduation for at least six months. You would not start on a world tour without money. You would not enter a Marathon foot-race with a wooden leg. You would not enter a boxing arena unprepared. And by all means do not start where they call you, "Hello, George," "Hello, Jim," or worse still, "Hello Red," "Hello Shorty," "Hello, Slim," etc.

In the meantime continue your studies, because you as a doctor will require a variety of talents. A good preliminary education is a powerful element in the professional struggle. If yours is deficient at the time of entering the Chiropractic field the deficiency should be made up as fully as possible.

You must also familiarize yourself with technical terms. Patients will come to you who have been diagnosed by some other doctor who has told them they are suffering with this or that affliction. You must be able to explain the meaning of such terminology satisfactorily.

In addition to academic learning you should strive to possess a large acquaintance with general scientific subjects and other literature so that you may acquire habits of thought and sustain the reputation for liberal learning naturally accorded to all doctors by the pub-

lic. Acuteness in adapting yourself to meet all classes of people and answer their questions readily is a very useful quality, and one in which most Chiropractors are very deficient.

What studies you do undertake, however, be sure that they will be useful to you as a Chiropractor, and should be pursued till accomplished; for we doubt the wisdom of wasting away precious time on educational frivolities after practice is begun. Simultaneous attention to many subjects would naturally divide and distract your mind, thus it would be unwise to give special attention to collateral or extraneous sciences whilst imperfect in Chiropractic.

Being well informed in Chiropractic assists in creating respect, or rather in preventing unfriendly criticism and disrespect for you in the minds of your patients, your fellow Chiropractors and other critics. The plan of some doctors who force themselves to pursue certain fixed aims tenaciously constitutes the peculiarity of their success in an eminent degree. This is not only true in Chiropractic but in any other calling.

While you should continue your studies, at the same time you should avoid the head cramming abracadabra of the old regular schools. It seems that the old schools of learning have been founded for the more general diffusion of useless knowledge. Colleges where men and women are taught that it is dangerous to think and must not use their brains except in an act of faith. This sort of learning has a tendency to edu-

CHIROPRACTOR, KNOW THYSELF

cate all the common sense out of a doctor. Take care and learn whatever is useful to you, nothing more.

While there is a great need for Chiropractors, yet the doctor's door, and window too, was open, wide open to every kind; and all kinds have entered, especially here in Southern California. There has been of late years a disproportionate addition to our already overcrowded field of doctoring and the colleges are still turning them out by the hundreds every year, without counting the ready-made doctors getting in by reciprocity. The result is there are now four doctors where one is needed. If there were twice as many as needed it would be wholesome and allow the sick a choice. But with such an excess many worthy ones must necessarily languish. And those who are successful must do so by great skill, great tact, and great industry.

Doctors, indeed! You have no idea. There you will meet Dr. Chiropractor, Dr. Allopath, Dr. Homeopath, Dr. Osteopath, Dr. Naturopath, Dr. Neprapath, Dr. Chirothesian, Dr. Eclectic, Dr. Pharmacist, Dr. Masseuse, Dr. Dietitian, the Herb Doctor, the Gland Therapist, the Hydro-electro-radio and Mechano-therapist, also Dr. Willing, Dr. Fair, Dr. Bland, Dr. Cynic, Dr. Sneer, Dr. Crusty, Dr. Boiler, Dr. Quick, Dr. Rich, Dr. Fogey, Dr. Young, Dr. Good and Dr. Whoozis may be encountered. The regular schools of learning are still turning out potential Hippocrates of the traditional, head-cramming delirium of the very liberal education. The result is you can buy any Sheepskin-ology today for a broken lead pencil, a stick of chewing gum and a ten-dollar-a-week job.

CHIROPRACTOR, KNOW THYSELF

You will be unusually lucky if you encounter none who are maliciously antagonistic. Whether you do or not, you should above all else observe the Golden Rule. And with dignity, "Do unto others as you would that others should do unto you," and trust the balance to time. Let your conduct be fair and square on all occasions. Let everybody feel that you are incapable of any dishonest act. Never begin making reprisals nor enter into a wordy war with rivals, also avoid all innuendoes or sarcastic remarks to the laity about rivals who have offended you. Resolve that you will remain a gentleman even under provocation, whether others do or not.

Chiropractic is an honorable calling; resolve that, it shall be no less so by your embracing it. Moreover, honor and duty require you to do right, not for policy's sake but because it is right. You should not, however, expect exact justice from your enemies in return, for were you an angel that came from heaven, you could not escape misrepresentation by adversaries with evil eyes and lying tongues. Under any and all conditions let Chiro-praktikos remain the catechism of your profession.

While you cannot stop people's talk about you, yet you must look out that nothing is allowed to damage your reputation for honorable conduct. Of course many things are said about every professional man in the world. For instance, some person may say that he has a total lack of faith in you and would not call you to attend a sick horse, etc. This sort of talk, un-

less very gross and damaging, had better be left unnoticed, for it is quite different from personal libel.

Never seek revenge, but try to get benefit from your enemies. From the beginning of time primitive man had savage animals to fight against, but learned to make use of their skins for clothing and their flesh for food; so are we bound to turn our enemies to some good purpose. One service they do to us is that we can profit by their mistakes; another is we are watchful against plots; still another is they induce us to live honestly, so that to vex our rivals, not by scolding them but by making them jealous of us. Again finding fault leads us to consider if we are ourselves faultless, and to be found fault with by a foe is likely to be plain truth speaking. Jealousies and strifes, so natural to man, are diverted from our friends by being legitimately expended on our enemies.

True politeness shows good breeding. Give the right hand of fellowship to every one, no matter what his misfortune or how great his deficiencies; be polite to every one, especially when you are vexed or in a hurry. Abruptness makes useless wounds, some of which are difficult to heal. Politeness is a seed that costs nothing, can be planted anywhere and always bears good fruit. Resolve that you will cultivate it as long as you live.

Chiropractic today is in exact parallel with any other profession or business. Statistics show that seventy-five percent of the people are in the wrong occupation, misfits; sixty percent of men and women fail in business from lack of adaptation. This is the

chief reason why we are giving you the practical pointers contained in these pages, which are most important, most useful, and will help you overcome your deficiencies, minimizing your mistakes and make you a better doctor; in fact, this book is free from hypocrisy, falsehood, and exaggeration, containing only practical experience and some of the wisest sentences that ever came from a Chiropractor's office.

As a matter of fact, this book deals with knowledge derived from actual clinical experience. It deals with the development of professional, social and personal qualities; how to start promptly on the road to success; it will help you pass the fire of purification as quickly as possible, let people know you are about in a proper manner. Unless you make some mark and get a reputation and a practice in your first five years the probabilities are that you never will.

Many old practitioners will tell you the terrible price they paid for lack of office experience. A doctor's knowledge should go far beyond the scope of the scientific. He must be able to set the exalted example of the complex ethics of all human dicta. We feel that such knowledge gained should be placed in the service of our professional brethren. As far as we are aware such things have not yet been said, things which seem to us of profound importance for the men and women who hope to succeed in their professional career dealing intimately with sick and suffering humanity.

CHAPTER II

WHEN THE young doctor who has just finished college asks himself the question, "Where do I go from here?" the answer is obvious. Your sheepskin is worth precisely the value of the paper on which it is printed. What you get out of your profession is up to you. You took up Chiropractic primarily to help the sick and afflicted and secondly to be free from servitude. Of course money may not be the chief object in practice, but it ever has been and ever must be one of the objects.

As a means towards these ends you attended a Chiropractic college, which college had many more ideals for you and those ideals were developing your personality, helping you to acquire sensitiveness, physical form, good judgment, friendliness, understanding, sympathy, tolerance, posture, basic intelligence and other attributes which make you capable of understanding the multitudes of ailments that afflict humanity, as well as to overcome your inferiority complex, and to increase your capacity to think—to have faith in Chiropractic and in yourself. Faith in self is a prerequisite to success in every calling. The world generally values a man by his own estimation of himself, providing, of course, he does not over-rate himself or is not afflicted with the deadly malady known as egotism.

Your college taught you self-reliance; another lesson you needed to learn, it has taught you all afflictions

that humanity falls heir to can be benefited by Chiropractic and by persistent application of its principle; this will make you sensitive towards the sick, also give you an active sympathy for humanity in its struggle for health, make you strong and fearless as well as make you love the stern face of truth. Unless you keep pace with these teachings, the people with whom you deal will toss you into a metaphorical maelstrom and forget that you ever existed. Your college trained you to start working with whatever tools you have at hand and to expect success of yourself. It is unreasonable for a school to think it gave you the material with which to carry on your profession; it is more preposterous for you to assume that you have found the ultimate in your diploma or license with a little printing on it.

You have invested a small fortune in your diploma, yet it has not a dime's worth of collateral value. Your sheepskin is of inestimable value only in scientific, spiritual, moral and social worth and will take you from three to five years to test it properly. You are not educated because you have it; it does not prevent your failure. In the meantime if you make good or bad use of it that depends entirely on you. Your professional success depends to a great degree on continuing your study and research, that is why you are called doctor.

You must learn to appreciate your profession and find a thrill in its scientific exploration. Your continued study will give you an educated mind as well as an educated heart. Your hobby must be to meet, know

CHIROPRACTOR, KNOW THYSELF

and understand people and their ailments. In your contact with humanity you must learn to analyze human impulses. You must keep in step with constant developments in your profession; in this you must keep an open mind. Examine yourself constantly by intelligent introspection and self-study. You must join and participate in organizations related to your work; in so doing, harmonize with your professional contemporaries and association leaders—in any event harmonize if you can rather than disrupt. Avoid as far as lies in your power the proverbial rancor of professional antagonisms and personal hatreds which lately have reached alarming proportions.

Because you are a doctor you do not know it all. The more you study the more you will find out how little you know. The world's most learned doctors and the most scholastic people know the least, for the most intrinsic thing about Chiropractic is that it never reaches its goal. The best a school can teach a student is a curiosity to search for more education. If you have grasped that fact from your college, you are ready to go on and create for yourself a sphere of usefulness in the world. But if you failed to grasp the idea the probability is that you faltered and failed because you dilly-dallied three or four years with Dad's pocket-book.

Your college training has made you sensitive to all these facts, has trained your mind to learn and your personality to unfold; it has taught you that the world is like a cafeteria—everything is richly served but you have to help yourself. If you escape failure,

CHIROPRACTOR, KNOW THYSELF

success will be manifold, professional, cultural, social, etc.

When you enter the professional field you will notice the public takes cognizance of many little things regarding a doctor, especially in the early years of his career. Any mistakes or misconduct will undoubtedly be noticed by the public and work injury to himself and the profession at large. Unprofessional acts are not believed by the public to be in harmony with a doctor's meritorious mind. Such acts destroy public faith or prevent its growth and in no profession does faith have such influence as in ours.

It is customary and proper to attract attention to yourself by all legitimate means, but careful observation will convince you that it would not pay to trust for practice to tricks of any kind; for the veil that covers such attempts is generally too transparent to hide the real motive or to turn aside ridicule. Puffing yourself, your skill, your apparatus, your cases, or winking at being puffed, etc., all generally fail in their object and are looked upon by many as signs of a small mind or weak head which actually brings the one who affects them into ridicule and disrepute. A proper pursuit in Chiropractic alone will make you happy as well as enable you to withstand your critics.

If you have not gained this point of view the basic structure of that intangible thing you call "education" is lacking and you will never prosper until these disadvantages are overcome. The mere fact that your school gave you a diploma at the end of your term does not assure you of anything. In five years you will

CHIROPRACTOR, KNOW THYSELF

know. Into your hands your college placed an instrument; success must be mined by continued labor. Your college training gave you intellectual, moral, aesthetic, scientific and spiritual qualities and a diploma, which is merely a symbol of these things; education alone means little. You must develop your personality, you must cultivate a professional manner and spirit; you can do this through study, association, and personal criticism. Because education continues indefinitely the only "grade" that amounts to anything is the mark you give yourself at fifty.

In today's professional world the demands from a professional man or woman are becoming increasingly great; never has there been a greater period of change. The same is true in the realm of the healing arts, the demand for other things can be increased, but the demand for doctors is limited. The new doctor must create his practice out of that taken from other doctors. While there is a demand for Chiropractic yet it is a fact almost natural for an established doctor to regret the advent of another Chiropractor aspirant, because from experience the older practitioner is naturally very watchful, if not captious toward the new rival.

The old practitioners very often are sensitive and sometimes hypercritical towards every newcomer, because the new one, in order to draw his share of livelihood from the others reduces his fee to a ridiculous level. We often notice advertisements and signs, "Adjustments 50c and \$1.00." Of course this is an unjust and destructive custom of competition. The problem of today has ceased to be the size of the job; instead

has become the size of the man. The prestige, remuneration and importance of the individual are no longer equal to his professional culture.

This is one of the reasons why the established doctors dislike to see interlopers gain a foothold in their locations, and when they think of that ungrateful bird, the cuckoo, how it shows its ingratitude by hurling the rightful owner out, you really cannot blame them. Moreover, self-preservation being the first law of nature, the rival does not like it, and when his practice is endangered, being human, he too, feels the same impulse in his bosom. Competitive practice should not necessitate enmity. Courteous and fair rivalry between doctors creates a spirit of desire and compels each to try to be skillful by progressing intellectually day by day in that education that comes from the suffering world; a very hard school, if you want it to be.

The senior established doctor should not be a victim of prejudice and animosity towards every newcomer to a degree bordering on monomania. If you are conscious of any merit above mediocrity, let egotism, selfishness and other matters of display remain secondary, while your professional duties are made the more prominent. Never begin making reprisals, also avoid all innuendoes and sarcastic remarks about your rivals, even though sometimes you may feel the impulse of retaliating. Under any and all provocations, resolve you will remain a gentleman whether others do or not.

Remembering to speak well of others shows sense. To shoulder your own faults requires courage. To ad-

CHIROPRACTOR, KNOW THYSELF

mit error and not make the same mistake twice shows wisdom. To fail to remember a friend's faults is big. To remember not to forget a friend's virtue is bigger. He who abstains is taken at his word. He who does not advance falls back. He who stops is overwhelmed, crushed. He who ceases to grow greater becomes smaller. He who leaves off gives up, the stationary condition is the beginning of the end.

When you begin practicing get a cash book and a ledger; commence to keep regular accounts at once. This will teach you system and in the course of time will save you hundreds of dollars. This is most important; using a good collection system will enable you to live and live comfortably. You as a doctor must consider it your cardinal duty to look after yourself and avoid the risk of breaking down your physical health, as many of our profession do. Looking after everybody's illness and finances and neglecting your own is a terrible sin.

Another thing is, a good record will show the name, residence, occupation and the nature of illness of every patient. Such a complete record will serve a very useful purpose for years to come. For instance, when a patient whom you had adjusted several years ago, again calls at your office for adjustment, in looking up his record you will instantly know the nature of his previous illness as well as the fee charged, you will naturally inquire about his last adjustment, etc. This will serve both: you will know the effectiveness of your technic, as well as impress the patient with your good memory. Nothing is more damaging to a

doctor than showing lack of memory regarding his patient's condition or to charge different fees at different times. Moreover, your office memorandum is of great importance for future references in legal matters, insurance policies, government pensions, etc. Although the identity of your patient may be at present very clear in your mind, yet as the years elapse and patients multiply, your recollection of many becomes hazy and the consequent loss to you and your patients will be very great.

Still another thing, some of your regular patients whom you have attended for a long period have paid on account ten or twenty dollars, now and then, and they are apt to ask you how much balance they owe you. If your books are clear and plain they will prevent many a dispute. Even then you will find some dissatisfied patients who will do everything they can to cheat you out of an unpaid balance; they may go as far as to threaten to sue you for malpractice or attempt to injure your practice unjustly. Thus, never fail to send your bill promptly whether you expect them to ever pay or not, because if you shrink cowardly from sending your bill they will quote that as proof that you are guilty of what they charge and that you know it. Demanding your fees raises an issue that checkmates theirs and gives you a better position before the public.

Among other things, if you are to succeed in practice, you must day by day improve your ability to help and relieve pain from the sick and suffering, also take care of your own physical health; secondary, you must

look after your pecuniary advancement, for without proper remuneration for your labors you cannot seek proper amusement and relaxation while the age for enjoying them remains. This is a fact that very few doctors observe. Your months and years will flit by faster than those of other people, for a doctor is continuously busy with his duties and with confused and important cases; the lapse of time as a consequence will be almost magical.

A little leisure, an evening gathering, an occasional day's sport, a summer trip, etc., are great blessings. An evening at the theatre will break the monotony, will act as seasoning to your efforts. Any kind of diversion will subdue mental irritability and actually make you a better doctor. Besides, who can have confidence in an irritable or sickly-looking doctor? In order to instill confidence you must look and act the part. Many doctors foolishly postpone ease, pleasure and relaxation intended to indulge after they get rich or older, until after a while they lose all desire for them; then they are fit for nothing but to work over an adjustment table.

While seeking relaxation and pleasure do not neglect your duty to your patients, regardless of how large a practice you may have. Remember, if you are a recognized and successful practitioner do not think for a moment that your station is permanent. Fame is the most fleeting and unstable thing in the world. Unless you continue to progress intellectually you can never hope to hold the seat of authority. If you neglect to keep in step with your profession, if you fail

to keep yourself informed with the new changes, you begin firing at random and in time you become hard and machine-like and nobody likes you.

Above all else, develop the art of holding your patients and dismiss them at the proper time before they dismiss you. Whenever you are dismissed from a case consider carefully the combination of circumstances that brought about the dismissal and how you might have prevented it. By so doing you are apt to gain additional knowledge with the art of satisfying and retaining patients. If you are unjustifiably dismissed from a case, however, do not meekly submit without protesting, especially if it is to make room for a doctor of another school. Express your determination and willingness to retire, but let it be known in a professional manner that their action undoubtedly casts undeserved injury on you and does your reputation a great injustice, besides it wounds your sensibilities. Protesting thus will secure for you a greater respect and will counteract your dismissal better than if you tamely consented to be thrown aside. Suggest to your patient if they wish they may go elsewhere if they are not pleased; but tell them to come on back if later they feel they made a mistake by leaving you. You would not stay with a doctor you were not satisfied with, and you should allow your patients the same privilege.

Avoid ostentation; also be careful in boasting of your successful practice, of the number of cases you have, of your wonderful results, or that you are very busy when in reality you are not. All such things are apt to create envy, criticism, disbelief and other hurt-

CHIROPRACTOR, KNOW THYSELF

ful results. Indeed, it is best to relate nothing at all to the layman about your business, collections, or your numerous bad cases as if to swell your own importance. To do so will not enhance you any. If you really have extra cases and extra skill people will be sure to find it out in other ways.

CHAPTER III

LOCATION AND appearance of your office will have a great deal to do with your progress. Remember in making your selection a doctor cannot rely on his near neighbors for patronage. People in his immediate community may never employ him, while some farther away would have no one else. The best location for an office is in a genteel neighborhood, upon or near an artery of travel. It is unwise to locate on way back or unfrequented streets or other out-of-the-way places, because this would naturally suggest to the public either defective ambition or distrust of one's own acquirements. It is also unwise as well as risky for a beginner to locate too near an intersection of popular, energetic doctors; their superior advantages, established reputation and long experience might keep him dwarfed for too long a time. Whenever you look for office location remember the old saying, "I would rather be the first man in a village than the second man in a great city."

The office must be of esthetic appearance, not too businesslike or unbusinesslike atmosphere. Nothing is more damaging to the repute of an office than to display political or religious emblems or portraits; no matter how partisan you may be or what pictures you display they would surely be repugnant to some. You also should keep from sight all immodest or repulsive objects or anything that may relate to your personal sentiments. Your office is a public place for

CHIROPRACTOR, KNOW THYSELF

every class of people and no matter who they are, their opinions must be respected.

Never allow in your office the gathering of persons whose time hangs heavily on their hands. A doctor is judged by the company he keeps. Let your associations be as much as possible with professional and other people of genuine worth; avoid associating with those who bear a merited stigma or are notoriously deficient. Never associate with those whose hopes and ambitions have been blasted by their misconduct.

Open your office punctually every morning and have it lighted every evening at the proper time, and in all other respects let it show attention and system. If necessary to make a house call, place a sign indicating your return hour and be sure to return promptly at that time. Never neglect your office and lounge around billiard parlors, cigar stores or barber shops. No ordinary man ever conceived a more exalted opinion of a professional man by fraternizing with him in such places.

Avoid this and any other soiling contact. Make it a rule never to enter any drinking or gambling place. If you have, turn from it at once for either will blast your career. The public looks upon the doctor as being singled out and set apart and worthy of an esteem not accorded to ordinary people engaged in the ordinary business life. The public takes cognizance of a great many little things regarding a doctor's manner, appearance, conversation, habits, etc., which will be closely observed. The public expects the doctor to be a

CHIROPRACTOR, KNOW THYSELF

confident, wise man with the human touch which is an instinct bred into mankind.

Do not let your office be a hangout place for any one, and if possible do not use it for a family parlor for the ladies of the family to lounge about, reading your books, answering your phone or doorbell, lest it repel patients. Persons who call for professional services prefer to meet the doctor or his nurse rather than his family. Endeavor to let every observer think of you as a doctor and your office exhibiting professional atmosphere and esthetic cultivation in its arrangement. An office should look fresh, clean, neat and scientific, showing that it is a real doctor's office with a library and instruments of precision that science has devised, or anything else that has relation to you as a student and as a Chiropractor.

Partnerships in office practice have in most cases proved unworkable for the simple reason that partners are usually not equally matched in industry, professional tact and similar qualities. Unions seldom prove as satisfactory as one would expect, therefore rarely continue long.

Whenever you find it necessary to ally yourself with another doctor, or call in a consultant, do so only as an equal. The idea of calling a consultant even though sometimes it may be absolutely necessary, is very bad, because every time you call a consultant you depreciate yourself just so much in the eyes of the patient. The patient knows you do not understand his case and you ask someone else, and who can have con-

fidence in a doctor who does not know and has to call help?

Of course timidity and infallibility are both bad traits in a doctor, but the former is the greatest drawback. You should be able to manage all your cases Chiropractically; if not, tell the sick one or his friends to employ whom they want. Never recommend your cases to "specialists" whatever his specialty may be. Specialism is something specialists are trying to "sell people." It is expensive, unsatisfactory and contrary to our theory. The majority of our patients before they sensed the truth about specialists went the gamut to find out later that they had been bled almost white. That is the reason they turn to Chiropractic. A doctor with a small specialty forgets the body except his small part. He can see nothing but ulcers, if he is a stomach specialist; he can see nothing but tuberculosis, if he is a lung specialist, etc.

When you refer patients with eye trouble to an eye specialist, ear cases to an ear specialist, uterine or ovarian cases to a gynecologist and so on throughout the list, you are lessening your own field of activity and will degenerate into a mere distributor of cases. Instead of a real doctor of Chiropractic making your own reputation, you are making reputations for others out of that which sinks your own individuality and destroys your own fame.

However, whenever a case proves wholly unmanageable and the condition of the patient is so grave as undoubtedly to require more than one pair of shoulders to bear the responsibility, then you have no choice but

CHIROPRACTOR, KNOW THYSELF

to call another Chiropractor for consultation. The rule governing such cases is this: you may have sickness among your relatives, very dear personal friends, severe cases so near home as to involve you personally, or the community is likely to be unfavorably impressed if the result is not satisfactory.

In such cases it may be necessary and wise to call another Chiropractor in consultation, if for no other reason than to satisfy the sick one and his friends and at the same time relieve you of too much direct personal responsibility. In so doing select as consultant one who will harmonize with you in the management of your case and will add to your efforts by exhibiting knowledge and skill. His sympathy and kindly support may be highly desirable for both yourself and the patient.

When a professional brother requests you to see a case with him, either for the patient's sake or his own benefit, you should do so and that without the expectation of a fee. During the course of consultation never allow any one present except the doctor engaged in it, and if possible within a room isolated from intrusion and the hearing of eavesdroppers. Be exact in everything that relates to the patient before you. You should be punctual to the minute in keeping consultation engagements. You have no right to waste another doctor's time; besides it is anything but pleasant for one doctor to be kept idly waiting for another at the place of meeting.

On arriving you will find the doctor of the case feeling great anxiety and suspense while waiting to

CHIROPRACTOR, KNOW THYSELF

see whether you will be fair towards him, or will shrewdly expose his deficiencies to a few to be told to many. For this reason be very careful, make no radical change in your first consultation. And to the honor of our profession be it said, "You must not do anything that will make the regular attendant feel that his reputation will be killed in the estimation of all to whom the case is related."

It will be wrong, very wrong, to do or say anything which will convey the impression to the laity that the previous diagnosis, adjustments, or analysis were faulty or actually wrong. For this reason no material changes should either be proposed or allowed at that time unless some real necessity requires it; and even then for the regular attendant's reputation the fewer the better. When the consulting Chiropractor's services are no longer necessary take care to make him feel that it is done amicably.

If for any reason you assume charge of a case for a Chiropractor to look after during his absence from the city, or because the regular attendant is indisposed, continue his line of adjustments, if you can conscientiously do so, at least for a while. An abrupt radical change either in your technic or otherwise will be both ungenerous and injurious to your professional co-worker. Upon the return of the absent Chiropractor transfer the case back to him and with a personal interview with him, give him the advantage of what you know of the case; also explain any difference of opinion and secure your graceful retirement from the case.

In resuming his case the regular doctor should see

that payment of the other doctor's fee is not neglected. You might with propriety broach the subject, before he quits, to those who are to pay the bill. This can be done by privately informing them that his charges will probably be about the same as yours if paid immediately and they do not wait for him to send a bill. If you neglect to explain this to them, they might think you ought to pay him out of your fee and a misunderstanding will result as to whether you or they must pay the bill.

Every Chiropractor attends his professional brethren and their families gratis. Never make a charge where the fee would come from another Chiropractor's pocket. Many also attend clergymen without charging, especially those with whom they have religious relations and those connected with a church who receive salaries so meagre as to make payment for professional services a hardship. A good rule to follow is this: When you attend a poor patient charge poor man's fees and when you attend a rich patient charge accordingly, because the rich expect more attention, take more of your time, and for that they are willing to pay more readily. You will find many cases of unusual circumstances in which you must be especially fair; these cases will truly test your honesty. When you are in doubt what to charge, look upwards, then around you, then make out your bill at such figures as will show clean hands and a clean conscience.

Humanity requires you to do various things for charity, without regard to the prospect or non-prospect of a fee; at such times think only of your duty to

humanity. Among these is to give relief to anyone injured. You as a doctor should, for humanity's sake, respond immediately to any emergency call and do all in your power to mitigate pain and relieve suffering, regardless of fees. At such times think only of the Good Samaritan who took the wounded man and provided for his immediate necessities. After the emergency is done further attendance is of course optional, and then if you are not asked about the case and your fees, do not invite a patient to come to your office for further attention, unless you are prepared to consider the case as purely charity and ask or expect no fee.

In all your cases be exceedingly cautious. Never guarantee certain success or a sure recovery even for a flea bite. If you are pressed to tell whether you can do anything for a particular case, answer promptly, "Of course I can," but remind the questioner that no doctor can answer that question with complete accuracy, nor say how long it will take to get well. The best we can do is to make a shrewd guess; and no honest doctor will claim to do more than that.

Any time you are asked if any case of sickness is dangerous, answer promptly, "All sickness is dangerous" and that a well person has no guarantee of life from one day to another. Moreover no doctor keeps the book of life and can tell people that sickness of any kind is not dangerous or might not end in death. You may for sound psychological reasons seek to soothe and encourage the patient by telling him what you think or what you can do for the case in point. Even

in this, do not fail to leave yourself a reasonable margin for uncertainties.

Some of your relatives and close friends will be the hardest patients you will have, because they do not expect to pay you, and you know it. Naturally they do not want to bother very much; nevertheless there are a few who will call at your office on pretense of saying "Hello," and they insinuate they have been suffering with a slight touch of stiffness of the neck and they thought a little crack might help them. "I don't want a treatment; just a little crack," they will say. Sometimes this will happen at a party, family gathering, or picnic where the onlookers are not familiar with Chiropractic, then of course they giggle and laugh. Such acts are unprofessional and should be avoided. Unless you attend your patient right and at the proper place do not attend at all.

Steer clear of this and any other practice which is likely to belittle you and your profession in the eyes of the public. You will find most of such patients will come to you when their neck needs cracking, but will pass you up when they need a doctor. Not only this practice existed in the past, but some Chiropractors themselves invite such patients with, "Just let me fix you up."

Be very cautious how you go out of your way to persuade people to let you practice on them. Do not try to remove a splinter, pick a pimple, or adjust anyone gratis, with the assurance of success. There is always a remote possibility of serious or fatal sequelae. You should never induce people to let you involve

CHIROPRACTOR, KNOW THYSELF

yourself for their benefit without being paid for your risk and responsibility. Indeed, it is better to avoid all unrequited work and all gratuitous responsibility, because it is an ugly thing to turn a mild headache to severe diathesis by being careless, or a wart you have insisted upon tampering with becomes an ulcerated sarcoma or carcinoma.

Remember neither your profession nor yourself is unknown or on trial. The people, through their various legislatures, have placed their stamp of approval upon your profession by providing a license and a law for you. As for yourself, your diploma from a Chiropractic School and a license from your State Board of Examiners, both testify to your personal competence. No samples should be necessary. If you should effect a miraculous cure, the patient no longer needs your services, and if you don't benefit him, what effect is he likely to see from it that would lead him to pay for more. Of course, examination and counsel can be offered without offense, loss of dignity or standing when you have the time to spare for them.

Never refuse to consult with other Chiropractors no matter who they are. Cooperate readily even with undergraduates if they are advancing in the regular line towards their degree. You have no moral right to turn your back on sick and suffering humanity by refusing to add your skill and knowledge to that of any honorable Chiropractor whose professional acquirements give him a right to work in the professional field. And if you have developed an extra something in your field of experience, give the benefit of your

knowledge to your professional associates. It is not only unmanly to conceal or throw obstacles in the path of the less fortunate, but such spirit is wholly incompatible with the object of our science and at variance with the spirit of Chiropractic, which is universal and knows neither caste, pride nor prejudice and has no bonds except those of truth and duty.

Moreover the failure of a Chiropractor to benefit one patient often means that patient lost to Chiropractic. How often have you heard the words verbatim, "I have tried Chiropractic," etc. For this reason we should let matters of display remain secondary, while making Chiropractic the most prominent. But remember you have the right to refuse your cooperation with anyone you deem unprofessional or unsuited to the case, or with anyone who is personally objectionable to you, or in whose keeping you deem your reputation unsafe.

When you attend a case and such a one is pressed upon you, you have a perfect right to retire, for every principle of right and honor will prevent you from ever entertaining a thought of fraternal association or consulting with persons who think they are professionally superior or exclusive. Such persons are inimical to Chiropractic and sooner or later they will betray you. Let their retirement be the prime consideration, the inflexible condition under which you assume charge.

CHAPTER IV

MANY PEOPLE will not come to you until they are really sick, for fear of bad reaction or other reasons. Remember, even highly proper adjustments may be pushed too far or continued too long. Indeed, cases sometimes reach a point when it is better to stop adjustments temporarily and depend on hygiene, diet, nursing, etc. Keep yourself familiar with the bad effects that may follow your adjustments and either avoid producing them or promptly recognize and inform the patient that it is only a little reaction and will soon be over. The greatest drawback with young doctors is that, in their ambition to get the patient well quickly, they over-adjust; overdoing it sometimes brings misery instead of relief.

Every minute you spend in studying to make your adjustments agreeable will be more profitable to you than an hour of any other kind of study. Sometimes it may be necessary to inform the patient of possible unpleasant reaction so that his mind will be prepared for it beforehand. However, adjustments properly applied will bring immediate relief in most cases. You will find that novel adjustments often assist the recovery of some patients through mental influences. This is not mere chimera, because the mental management of the sick is often more difficult than the physical. A close study of the so-called mental therapy is one of the necessities in which our profession is still extremely deficient.

CHIROPRACTOR, KNOW THYSELF

This becomes more and more evident, by analyzing the more recent as well as the more remote civilizations we find that some people seem to be seventy-five percent spiritual and twenty-five percent animal, while others seem to be seventy-five percent animal and twenty-five percent spiritual and between which are all intermediate kinds. If you attempt to handle all these alike you will certainly fail. Many doctors give valuable, true adjustments but give them *similia similibus*, like they would administer to an animal, and seem to dislike the aid of hope, mystery, faith and expectation.

Keep ever in your mind that success usually depends on more than ability to adjust vertebrae. It is true we have the spinal column as an index of the human body, but it is also true our profession has various excellent assistants whose aid we should constantly invoke. Dr. Time, for instance, is our constant assistant and in many cases very successful. You will also find it necessary to summon Dr. Quiet, Dr. Hope, Dr. Diet and Dr. Faith. We must learn to depend on the aid of hygienic and sanitary measures as well as mental impressions. Faith (psychological energy) on the part of the patient potentiates and a wonderful recovery follows. Whoever gives crude or rough adjustments in ordinary cases injures both himself and his profession, and lacks one of the simplest requirements of success. Develop a gentle touch. Do not make the patient feel you are going to strangle him, or going to break his back, especially if he is a new patient. Remember, the majority of the sick people are fastidious and they are

particular how they are handled; they have phobias, likes and dislikes, that must be respected. It is almost a universal mistake to think when a patient sends for a Chiropractor, he sends solely to have a hard adjustment given. Many patients are much more anxious to get an opinion of the nature of their cases and words of assurance from the doctor than to get the regular course of adjustments.

Of course, in cases where duty actually requires you to act promptly or to use powerful adjustments heroically, take the responsibility and immediately do whatever is proper without shrinking. Any difficulties which come up must be met with quick solution; you must not only think and act quickly for the patient but you must think of your own reputation. Intuitive shrewdness, diligence and patience are more necessary than the management of affairs in any other line of endeavor. You often notice when a person faints, those around him will run to assist and instinctively raise his head, instead of lowering it as they should do, thus prolonging the syncope and endangering life. In all cases where great debility and pallor are present you should be careful to keep the patient's head low and prevent him from rising up too long for fear of fatal syncope. On the other hand, if the patient's face appears red and flushed, adjust first, then raise his head immediately afterwards.

It is quite proper to teach patients the laws of hygiene and facts that relate to sanitary protection, that they may preserve their health; but it is neither just nor wise to teach any but Chiropractic students the

CHIROPRACTOR, KNOW THYSELF

secrets of our science. Especially avoid giving self-sufficient people Chiropractic scientific points to which they can thereafter resort and ignore the doctor. If you do they will soon imagine they know as much about our technic as we do—or possibly more—and not only take your bread and butter away from you but make hobbies of what you teach them. They will trifle with the members of their family or their friends until in bad cases the patient's unhealth is fatally seated. It is not your duty to cheat either yourself or other doctors out of legitimate practice by supplying this one or that one with scientific knowledge for general use.

Did you ever hear the story about the parrot and the cat? Somewhere the parrot had picked up the word "scat." Thereafter whenever Tommy came into his sight he would scream "Scat! scat! scat!" Tommy may or may not have understood; anyhow, one day there was no one in the room but Polly and the cat. Then Tommy got his revenge. . . . When Tommy left the room, a sadder, wiser and featherless Polly surveyed her scattered plumage from a perch of safety on the picture moulding and remarked, "I talked too d—mn much." If compelled to give people scientific information, study to do it in such a way as not to increase their self-conceit and make them feel that they know enough to proceed practicing on the sick and the well.

When a patient visits you in your office and tells you he is suffering with pain somewhere, he wants relief from the pain and not a lecture upon the theory of your art and what you did for Mrs. Smith last month or Mr. Jones last year. There are of course,

many questions to be answered for every patient and you must be equipped with the answers when they come, but do not anticipate them, give the patient the opportunity for asking before you answer. Many times when you are busy this will save a great deal of your time. And always will save wear and tear on the patient's respect for you.

It is unwise to instruct a person with lumbago, arthritis, cancer, rheumatism, gonorrhea, sore mouth, ulcers, sprains or any affliction whatever to purchase five or ten cents worth of this or that remedy to mix and use it himself, because people are sure to abuse such advice by trying to teach every one similarly afflicted how to treat himself. As a matter of fact, the Chiropractor's offices are flooded with samples of drugs sent by the manufacturers, advertising T's emulsion, A's lozenges, B's bachum, Y's cod liver oil, X's pills, D's bitters, E's liver regulator, etc. Some doctors either try some themselves or hand them to their patients to try them.

Such practice obviously is bad in the extreme. For one thing, it is illegal for Chiropractors to use them. Another thing you are helping to enrich the drug manufacturers by supplying them with funds to destroy Chiropractic. Resolve never to give your professional approval to such nostrums, for the reason that they never cured anybody, they never will, they never can. Determine that you will not aid any speculator in life and death to "strike a trade" in your families, chiefly because their concoctions do more harm than good. Still another thing, your being a Chiropractor, in jus-

CHIROPRACTOR, KNOW THYSELF

tice to yourself, and any other doctor for that matter, requires you to avoid telling people of preparations that enable them afterwards to snap their fingers in your face and purchase them as often as they please.

CHAPTER V

IT IS TRUE a doctor should be altruistic and money should not be the chief object in practice. Yet business is business and money has been and ever must be one of the objects. Besides, there is still a little of the human in a man even if he is a doctor and that he has to live and must have money to enable him to do so. For several centuries the public has considered the doctor as a person who is activated with some almost supernatural ability and who because of his ability, must necessarily render his service to those who call upon him, irrespective of whether or not he is to be compensated financially for his services. It has been the custom of the great majority of people to give very little consideration to doctor's bills, and to pay them when it is convenient to do so.

As a doctor you will sustain two relations to your patients: first that of a person striving to relieve and alleviate pain from the sick and suffering; secondly, that of a person who justly depends upon those for whom he labors for a comfortable support. Your practice is the business of your life, it is as legitimate as any other, you must live by it as other people live by theirs. The doctor has to sell his knowledge and ability and inasmuch as he is a necessary part of the community in which he exists, he really is selling a commodity—this commodity is health.

Neither untiring study nor unselfish devotion as a humanitarian can lift you above the demands of the

grocer, the butcher, the tailor, the bookseller and other creditors. Not one of them will take your reputation of working for philanthropy, or your smiles, thanks and blessings for his pay. Even the conductor will put you off the streetcar that carries you to your patient if you do not pay your fare. The doctor nowadays has learned through bitter experience that promises do not pay his bills, and that in order to maintain a living for himself and his family he must pursue a different course from that which has been his habit in the past.

The doctor himself is largely to blame for his present financial dilemma; and the reason is this: the old family physician neglected to send his small bill for little Johnny's colic with the expectation that a confinement or an operation in that family would more than make up for the previous call; even then if he collected only one-half of the fee, he would still be well paid and as a favor would wait for the balance. But now the worldwide depression with its consequent financial stringency that we all are so familiar with, has no doubt shown even the old physicians that they have been making the mistake of underestimating their efforts and reconciling themselves to the false promises that the public has assumed in its relation with them.

Other professional men charge more and demand cash for their services. We, too, should conduct our business on the cash system, instead of the old long-drawn credit plan. You should do your part towards breaking up the unjust custom that doctors used to follow waiting six months or more after rendering services before sending a bill. You must develop a

CHIROPRACTOR, KNOW THYSELF

system of collecting your fees, for upon a business system depends your professional as well as your financial success. The nearer your financial system approaches the cash system, the better for you and your family. You will not practice long before you will find that your welfare will not depend upon how much you book, but upon how much you collect. If you never insist upon the payment of your fees, you cannot separate the chaff from the wheat. If you have a rule and people know it, they associate you and your rule together. Let your patients know from the start or you cannot do so afterwards.

Something should be done about it. Even Christian Scientists charge three dollars for a "treatment." It seems mighty unfair that a doctor should forget that he or she is a doctor, unfair to the doctor for he loses his livelihood, and equally unfair to the profession. We mean, for instance; Have you noticed the universal cutthroat prices among the drugless doctors? Have you noticed the cheap signs outside the offices, inviting the sick to restore them back to health for 50c or \$1.00? Other professions do not do it. Why? Is it because they value their services more or because they know one-dollar doctors are only skillful enough to handle only one-dollar cases. Such doctors are generally considered third grade and they soon run out of practice. Patients who are badly afflicted want a good doctor and they are usually willing to pay larger fees. It is not how much you charge that determines your patronage, it is what you give for what you charge.

CHIROPRACTOR, KNOW THYSELF

Cheap doctors are no good; good doctors are not cheap.

Never undercharge for your services. It is ruinous to your interests and the interests of the entire profession. Sometimes you will have patients complain that your fee is too high and ask you to make a reduction, yet many of these people would not employ you if you were a third-rate or low-priced doctor. Everybody wants first class service but wants it as cheap as possible. It is not human nature to prefer a fifty-cent hat to a three-dollar hat; but if people are lucky enough to get the three-dollar hat for fifty cents they congratulate themselves. They reason the same about doctors.

There will be cases where the doctor has to decide between charge and no charge, low fee or high fee. But when you attend unusually severe cases, and in those that require unusual anxiety or extraordinary legal and professional responsibility, also for restoring persons from apparent drowning, or where you have shown extraordinary skill, or had very good luck with bad cases of any kind, such as attending an only child, an eminent or very important member of the community, or such as constitutional headaches, epilepsy, cancer, hemorrhage, dyspepsia, syphilis, gonorrhea, etc.—cases like these you should charge for in round numbers. Get a just fee in all such cases. The tendency of undercharging is to depress the fee-table permanently and to compel all doctors to work for under-pay.

There is a vast difference between undercharging in our profession and underbidding in ordinary busi-

ness pursuits. In the latter, cut-rates are only temporary; for, if merchants were to sell goods at or below cost for a length of time, failure would result. In business wars one withdraws or they compromise and each advances again to full price; but warring doctors, on the contrary, having no goods to sell, can keep up the feud indefinitely, give their skill to everybody, impoverish one another and almost starve those depending on them for support.

Sometimes it may be necessary to have a sign with a copy of your fee-table framed and hung in a semi-prominent position in your office, to which you may refer patients whenever occasion requires. It will show your rule and tell your charge; it will remind those who really forget to pay of the fact, and at the same time put less honest people in a dilemma. You can, when necessary, point to it and ask for your fee, and let them know you keep no books for office patients. Such a sign will save you many a misunderstanding and many a dollar. Of course, you may omit its cash enforcement towards persons with whom you have a regular account.

A good fee-table is something like this: Single adjustments from one to five dollars; by the week, twenty dollars; by the month, fifty dollars; by the case, two or three hundred dollars; unusually difficult cases, so much extra, etc. Such a fee-table from one to five dollars you can make it high enough to command respect and low enough to be fair to the patient. Moreover, it will enable you to get an extra fee for cases of extraordinary character and still allow yourself a minimum

price for ordinary cases. Such a schedule will make those who get off by paying the lowest fees feel grateful. It will also show everybody you are skillful enough to attend five-dollar cases.

It is far better to have five patients a day and make ten or fifteen dollars than to have ten patients and make the same amount, for if you have fewer patients it will give you time to study your cases better. This will undoubtedly make you more efficient. A cheap doctor just pretends to be a good doctor. It is impossible for him to own and use instruments of precision, to buy books and look up cases that come under his observation and familiarize himself in his general practice. A doctor must study man's idiosyncrasies and human nature from every point. He should also understand natural phenomena and the workings of nature in order that he may arrive at his conclusions.

The wisest rule about charging for your services is to ask from the beginning of your career the fees for the best attendance, neither extravagantly high nor ridiculously low. Let people know you strive to make your bills as small as possible, not by undercharging, but by making them well with as few visits as possible. If patients occasionally dispute the correctness or justice of your charges, if the bill is not correct, correct it cheerfully; but if it is correct and just, do not allow yourself to be browbeaten into the position that it is not. Of course, you must correct their error by explaining the difference, or if necessary by referring to the fee-table. If you begin attending people at reduced rates you will find out before long it never works suc-

cessfully. Indeed, if you ever attend a case in a family for a nominal charge, you will not be able to raise the fee to the regular price in that family, or even with others who hear of it.

In order to give the reader a more clear conception, we will put it this way: Twenty years is the usual doctor's practice in his whole lifetime. Were you to practice for twenty years without losing a single day and collect eight dollars every day of your life, you would receive but fifty-eight thousand four hundred dollars. Deduct from that amount your expenses for yourself and your family, your automobile, office equipment, books, taxes and a multitude of other necessities for the twenty years; you will find yourself far from being rich even after so long a lucky career you will have but little left to support you in your declining years, after a whole lifetime of responsibility, anxiety and usefulness.

The above amount must be derived from about twelve or fifteen hundred persons who call him their doctor, and in order to retain that number he must instill confidence and combine all good qualities and appear the perfection of each to all men. Whenever any of them has a mental or physical ailment he must share it.

He must maintain a clean office with restful atmosphere so that the patient looks forward to coming there and relaxing. A neglected appearance and an unclean office will surely mark the epitaph of one's practice. A doctor must drive a respectable looking automobile as soon as circumstances will possibly justify;

an automobile is not only a source of health and enjoyment but a necessity; it shows your practice is growing. You can ride into a full practice much quicker than you can walk into one. Besides, the public infers that a doctor who drives must have had extensive experience and a successful practice, else he could not afford it.

Of course you should never let a shabby or unsuitable looking car stand in front of your office for hours at a time, as if to advertise both your poverty and your grade of practice. Generally the doctor may keep up an appearance. This fact is regarded by the unknowing and unreasoning persons as evidence that the doctor's path is a path of ease, that we ride around during bank hours, attend to a few select patients, receive money by the bushel and soon get rich, which is a great, a very great error. On the contrary, every doctor knows by now that it is almost impossible to get rich from practice, unless it is through a money-making specialty. The truth is, when a doctor dies his family is usually left poor and helpless unless he has acquired money otherwise than by his practice.

Some doctors may think it is a pleasing thing to be very "popular," but they will find out before very long that their popularity, even though it spans the whole community, will neither fill their basket nor purchase books, pay office rent, maintain their family, buy gasoline, etc. If people do not pay you, you cannot live by your calling, as no one can sustain his practice without a money future.

You must request payment of your bills while ren-

dering service and while they are small and your services are vividly remembered, because if you are neglectful or shame-faced and do not get them paid promptly, it will create a belief that you are not dependent upon your practice for a living and you do not need the money, or that you have no rule associated with your practice or are not uneasy about what they owe you. If you foster such notions a bad system will grow up around you and great irreparable loss will result. Sometimes you may deem it necessary to submit to a reduction of a bill for prompt payment rather than to let the account stand and run the risk of losing it. After settling promptly, many people will feel free to come to you again and make another bill even in moderate sickness instead of dallying with some pills and potions, as they might do if they still owed you.

Nearly all the old practitioners know that the most unsatisfactory and most troublesome kind of patients doctors have to contend with are the "unprincipled tricksters" who cheat everybody that gives them a chance, and consider it no wrong at all to swindle a doctor. You will be fortunate if you have foresight and tact enough to avoid having anything to do with those you know belong to this class. It is better to mildly but firmly decline to take patients who can but will not pay, without assigning any reason except "too busy" than to contend with them about your bill after your work is done and after all be swindled.

In dealing with this kind of people you must have the ability to control yourself and your temper. If

you school yourself to maintain a cool, philosophical composure not only with such people but also with the thousand provocations given to a doctor, it will give you great advantage over those who cannot, and will generally redound greatly to your credit.

Another reason why you should try to get paid for your services is this: A patient may be suffering with some incurable or secret disease and the probabilities are that you may be unable to know at the first or second visit the real organic disfunction, simply because diagnosis is not an exact science and possibly will never be. If you allow your patients to keep coming for attention without collecting your fee until your diagnosis has established the nature of the sickness and then set your fee, the patient will almost surely leave you about that time with the bill unpaid. If you bother him about it he will either pay it grudgingly or not at all, and if you force collection, will meanly assert that it was not disease at all but only a minor thing, or that you did him no good, or almost killed him, or tell some other lie as an excuse for deserting and cheating you.

Still another reason, some persons would not pay you until you had sent them a bill by your collector, and would then indignantly claim that you had insulted and exposed them by sending a bill of that kind. After this is done such people will never pay you till they have to. Even if you gain your case in court you will find it very hard to collect, for the reason that most of them have nothing. If you do

not use diplomacy in all such cases you will find out before very long you will lose both money and patients. Do all you can to stamp out this great evil; tell the habitual delinquents and the "unprincipled tricksters" and all those who have plenty of money to buy liquor, or to furnish their homes like palaces, and to follow the follies and fashions, but none to pay the doctor that you are perfectly willing to serve them but you must have your fee. You can explain to them that X-ray and other incidentals are costly and in order to give the best service for the benefit of the patient it would be best to wait for a later date when he could better see his way out financially. This attitude will bring them to some action.

Chiropractic is an honorable calling; it is placed in your hands for safe keeping; you are bound as by an oath to protect it. You have no ethical or moral right to cheapen the profession or yourself by displaying cheap prices on cheese cloth signs outside of your office, or otherwise indicating that our profession is a mere cobweb of guesswork and that we are a cheap lot. Do not misunderstand us; we do not mean that the doctor should be dictated to as how to conduct his or her office, or that you should slight the worthy poor who are under the iron heel of poverty and need our attendance. No; to the poor, life and health are everything and there are none so poor but they may amply repay you by everlasting genuine gratitude. The poor often turn out to be your best patients, if they never pay you, God will be their paymaster. But even in doing charity you must discriminate, because the

landlord does not charitably forget the rent. Remember, there are three classes of poor: The Lord's poor, the devil's poor, and the poor devils. The first and last are worthy subjects of every doctor's attention and you should lose no opportunity to give relief to their distress. But the less you have to do with the other class, the devil's poor, the better for you; but you will be compelled to attend more than you choose even of these on account of their relationship to better patients.

It will seldom pay you to sue people, even if you gain the case. It is unwise for any doctor to begin litigation, except under very aggravating circumstances. You should never sue anyone whose failure to pay is due to honest poverty. Be willing to do your share of charity for the worthy poor at all times, but the necessity of earning a living should make you careful not to let that kind of patients crowd out your pay practice.

A doctor will have to foresee the numerous snags that lie in his professional pathway. When in doubt whether duty requires you to do this or that, or not do it, remember that the error of omission is apparently not as great as the error of commission. Indeed, the life of a doctor is interesting as well as kaleidoscopic; one month you will have a good month while the next you will wonder how you are going to meet your expense; one day a patient will praise you enthusiastically and will not have another doctor, while somebody else will say, "I would not have him attend my sick kitten." One day you may be enjoying your-

self at a pleasant banquet, the next you will be called to attend some one suffering misery beyond human endurance.

Patients will come to consult you in their very last or hopeless stages, after going the rounds of the professions and they have spent their last dime to specialists, hospitals and operations; now they are penniless and beyond human aid. They call upon you, merely want to consult you and see whether you can possibly do anything for them. In such cases, you had better frankly acknowledge that you can do but little or nothing and decline the fee even if tendered. You will also find that neither honesty nor dishonesty is confined to any nationality or to any station in life; you will find very good people and very bad ones among the rich, the poor, the white and the black.

You will be called to palatial homes, you will mount many a marble step, push many a silver doorknob and walk over many a velvet rug for patients who will prove fraudulent in a superlative degree; and yet get many an honest fee from some who make no great pretensions and possess but little except their honesty. Indeed, the demands of fashion are now so great that people with moderate incomes, anxious to appear better off than they really are, habitually slight their doctors in order to help keep up appearance. With this class, in order to collect your fee you must be as bold as a lion.

It is really pathetic to see many a man loaded down with debt and bowed with despondency, while his wife and daughters flutter around as fine as peacocks owing

everybody and paying nobody. Tricky, double-dealing women sometimes will actually intercept your bills to make it impossible to ask their husbands for money unless you resort to strategy and get your bills delivered directly to the latter; will even then do everything they can either to postpone or prevent payment. This is not an exaggerated picture. Some of these people, to satisfy their whims and frolicking tendencies, will dangerously neglect their own health to the point where the doctor cannot do much for them, although in the prime of life.

The best time to talk business and have an understanding about your fee with strange or doubtful patients should be at their first visit, and the best of all times to judge people's true character will be when you have money dealings with them. If you neglect to do this and allow your bills to remain unpaid for months till they become old back debts, you will find they will be the hardest kind to pay. Even with old patients, were you to let one bill add to another till the total reaches a great amount you might place it wholly beyond the purse of the person to pay it and wrongfully force him into the position of a dishonest man. Therefore look after your bills while they are small and recent, and if necessary make a reduction; but never allow them to become old. All these considerations combined are apt to make people feel, when they do pay an old bill, as if they were doing a generous thing and making the doctor a present of that amount.

Besides, time effaces details and recollections, num-

CHIROPRACTOR, KNOW THYSELF

ber of visits, the doctor's anxieties and cares are also forgotten, and the bill, though moderate, is apt to look large. Never neglect to take your money whenever tendered, for it would be violating the first law of nature to attend faithfully to the department of your occupation that concerns others and neglect the one that concerns yourself. When a patient asks, "Doctor, when shall I pay you?" or, "Shall I pay you now?" never say, "It makes no difference when," or "Oh any time will do;" for if you do, you will soon find it to be very expensive modesty. In all such cases a good thing, the only thing, is to answer promptly, "If you have it you might pay me now," or, "I can use money any time." "Prompt pay is double pay." "Short payments make long friends," or something similar.

Here is an axiom for you; think it over:

When death lurks at the door, the doctor is a god.

When danger is overcome, the doctor is looked upon as an angel.

When the patient begins to convalesce, the doctor becomes a mere man.

When the doctor asks for his fee, he is considered as Satan himself.

You cannot be the nurse, the janitor and the doctor. Even though you are poor, let it be genteel poverty, for a doctor's actions, manner, dress should all agree with his dignified calling. You must keep up personal appearance. If you wear a clean shirt and a clean collar, if you dress well, people will employ you readily, accord you more confidence, expect a larger bill and

pay it more willingly; for this reason you should never allow your personal appearance to be slighted. An untidy appearance is without a doubt a great hindrance to your cause, but just as truly a freakish array hints at freakish acts. You never heard of a swindler, a counterfeiter, a gambler, or a pseudo-gentleman of any kind who dressed shabbily or appeared coarse.

Such people are all close students of human nature, and no matter how abandoned they are, no matter how tarnished their souls are, and no matter how blackened their characters, they manage to conceal their defilements from all but the few that know their true characters. Now, if such miserable specimens of humanity assume the dress and manners of gentlemen, and if genteel polished manners are necessary and can do so much for them, how much greater influence must they exert for those who are really and truly gentlemen and members of a lofty profession?

Sporadically you might find some who seem to think that such artificiality is akin to deception; however, the most eminent and successful members in our profession will tell you that neglect of neatness of dress, and the want of polite, refined manners, will cause you to be shunned and criticized. Cleanliness indicates gentility. You will see some whose heads are comparatively empty, who nevertheless succeed almost entirely by attention to dress, professional tact and affable manners, while others much better qualified fail because of defects in these apparently trivial matters. On the other hand, you should never lead in frivolous

CHIROPRACTOR, KNOW THYSELF

fashions, displaying flashy diamonds, glaring neckties or anything else that will indicate a "swell." People might think your esthetic cultivation has overshadowed everything else; besides, to be extravagant is a blot upon one's character, because when the activity of the mind is taken up with finery, the soul grows pinched and lean; the mind fails to develop in anything else.

While you should be cordial with all your patients, yet you should never become so familiar as to lay all formality aside. Do not hand-shake or harmonize with them unreservedly; undue familiarity shears many doctors of much of their prestige. Always knock, ring, or call before you enter a patient's house or room.

CHAPTER VI

OTHER PROFESSIONS have written codes of ethics. Strife, persecution, internal schism and perpetual disagreements as to proprieties have not only prevented the adoption of a definite code of ethics, but are still in many ways blocking our professional progress with notorious stupidity. Our schools and colleges, however, are seeking more and more to establish the ideal services by defining our duties and regulating our conduct towards each other and the public. These teachings are and should be the oracle to which we can resort and remember what justice allows and what it prohibits. To our professional institutions we should look as the balance-wheel in regulating all our professional actions, and no one, either the eminent ones or the beginner in the ranks, can ignore without violating that which is vital to his standing among Chiropractors.

Every member in the profession knows that there are a thousand undefinable ways to be ethical, and a thousand unwritten ways to be unethical. If you desire to act unfairly towards your brethren your conscience will compel you to do the evil biddings of your heart; even then your unfairness will seldom go unnoticed or unpunished. Any one who is encroached upon in an unprofessional manner will feel himself justified in retaliating with your own weapons and you will reap a crop similar to the seed sown. The Heavenly Lord has declared that, "Whatsoever a man

CHIROPRACTOR, KNOW THYSELF

soweth, that shall he also reap." Whenever you sow a thistle or a thorn, you will reap thistles and thorns, while the sweeter seeds sown will be yielding sweeter fruits and beautiful flowers. The great God of Heaven also declared, "Do unto others as you would that others should do unto you." If you faithfully observe this Divine commandment, you can truthfully exclaim, "All things to all men. I feel within me a peace above all earthly dignities, a clear and quiet conscience."

Panaceas, catch-phrases, dogmas, doctrines and draconic codes of ethics might have been considered satisfactory at the time of Hippocrates, and perhaps worked yesterday much better than today. But now, the claims Chiropractic has upon you rest not upon personal friendship or obligation towards your professional brethren, but upon the fact that it is founded on the broad basis of equal rights and equal privileges to every member of the profession. This rule has to a very great extent elevated Chiropractic in the land far above a common vocation and has given its brotherhood lofty esteem and honorable standing everywhere.

Even though we have no written code of ethics, you as a Chiropractor should never fail to hold your profession high. Our profession is made up of men and women who had and were entitled to have the confidence and respect of their neighbors who know them best. They put the interests of their patients above their own. They are and must be courteous and tolerant towards each other and respectful to their schools. This attitude is fostered by the appreciation of their

CHIROPRACTOR, KNOW THYSELF

teachers. A Chiropractor should not go into the profession because it appears to be merely a means of making a living, but because he has a real and sincere love for the profession which will enable him to make the sacrifices it requires.

Ethical tact involves the practitioner not only towards his patients, but also towards the Science of Chiropractic as well as his fellow practitioner. Always feel and show respect towards your professional brother and sister, more especially towards your seniors. There is probably no type of individual so unworthy of respect as the one who shows disrespect for his seniors. A young doctor may indulge more in scientific technicalities than older ones, but the art of alleviating pain owes more to good judgment and common sense than to anything else. A young doctor may excel his seniors in strictly scientific points, but the senior Chiropractor has an experience and an intuitive forecast of the necessities and the outcome of cases that far outweigh mere academic knowledge; that derived from actual clinical experience is more important to the sick than the babylonian isms and pathies so prevalent with doctors today.

It appears almost natural for all professions to spring up from a humble beginning. Not so very many years ago a barber was also a surgeon. If a person wanted a shave or an appendectomy, all he had to do was to look for a barbershop displaying the revolving red, white and blue sign, that is where the barber-surgeon sign got its origin and it is still in existence. Of course, in the meantime medicine and surgery,

CHIROPRACTOR, KNOW THYSELF

having no opposition, developed into such colossal proportions and so politically powerful that it actually got everything it wanted from the government and from the public press. With great rapidity it either engulfed everything suitable for self-aggrandizement or viciously crushed anything in its pathway that might be an obstacle in the future.

Such was the formidable A.M.A. when D. D. Palmer appeared on the horizon, championing a new science and without pretentiousness and with Spartan courage and Marathonian endurance continued the struggle against medical authority. The rest belongs to history. Every Chiropractor views with gratitude the past accomplishments, and looks with pride towards the future.

In the years that followed our schools have made great strides towards improving educational and social standards. Realizing that the untrained minds of a few in the past and the any-way-you-please attitude with others has been a most costly and sad experience, they are calling attention of the younger generation of Chiropractors to take more seriously matters of appearance, behavior and professional tact, because duty to themselves and the profession demands an upstanding dignity. The opportunity for drugless doctors was never better than now. Men and women of the college and university, who have graduated in the arts and sciences, are turning their minds to the study of Chiropractic, and the day is not far distant when the doctorate in our profession will rank

in dignity of the scholar and the student and will hold the place it has fought for, and so much deserves.

The subject of ethics is included in the usual Chiropractic course. Emphasis is being placed on the never-failing advantage that refined people with pure minds have in every station over the coarse and the vulgar; and in view thereof to let their jokes, conversation, etc., be always pure and chaste and that they should never forget themselves in this particular. Nothing is more injurious to a doctor than the exhibition of an impure mind.

You should be very careful and avoid every impropriety of manner. A pure, virtuous mind is a great gift and a great aid to success. An unrefined practitioner who indulges in coarse vernacular and vulgar jokes about both sexes, is sure to be shunned. Silence should be your motto, or at least you should have a prudent tongue. Everything you say about such subjects will surely be multiplied and retailed; and its results will be a permanent injury. The subject of gossip is made, multiplied, magnified and then passed from one to another until it reaches the pure and the best in the community. People regard such doctors as being far worse than those who drink, swear and cheat. The gossiping doctor's position has ever been a bad one, and he is not very infrequently called to account. School yourself to silence, especially when in the presence of scandal-mongers. Keep your conversation as much as possible on general subjects, instead of discussing individuals, private or personal affairs.

Independently of other considerations you must by

all means cultivate your foresight; foresight is more important than aftersight. The public loves to see a doctor appear to know things intuitively. Experience and self-attained knowledge is what makes the public always prefer the older doctor and distrust the younger one. Your experience and foresight will often serve where nothing else can. When you practice eight or ten years and compel yourself to be a good worker and a faithful observer it will enable you to foresee and judge many events with increased clearness.

When you practice long enough you will find that knowing people's constitutions and their idiosyncrasies is a powerful acquisition. It will give you great advantage and you will attend them and restore their health much easier. This is the chief reason why your success in practice becomes relatively easier every year. By the time you have worked and observed for eight or ten years after you have forgotten much of your scholastic points and theoretical extras, which were probably greater at graduation than they will ever be again, you will begin to learn that skill in practice consists not only in adjustments, diagnosis and analysis but is the unit of all powers that a doctor legitimately brings into the management of cases.

Organized intelligence is the mother of wisdom. If you want to succeed in practice you must study mankind as well as adjusting spinal vertebrae. While vertebral adjustment is the cardinal unit in the practice of Chiropractic, yet it is only one of many elements that go to make up the skillful practitioner. While you are striving to release nerve impulses and otherwise work

CHIROPRACTOR, KNOW THYSELF

in harmony with nature's own curative forces, you should also fathom each patient's mind, discover its peculiarities and conduct your efforts in harmony with each condition, for this reason—you are working on abnormal bodies which are inhabited by sentimental minds, strong human passions and all kinds of imaginations which vividly and powerfully sway them both in health and in unhealth.

In view of these and many other facts, knowledge derived from observation and actual experience is more like part of one's very nature than that gotten from any other source, and is fixed indelibly on both one's senses and reason. But if you cannot read the book of nature correctly, if you are not a keen observer of mankind, if you cannot prognosticate physical phenomena and unite knowledge of mankind with the passions that govern our race, you will be sadly deficient even after twenty years' practice.

There is an art in approaching the sick. Every move you make, anything you say in the presence of others, sells or hinders the sale of your services. Your professional services are the larger part of yourself, since by your services you are sustained. Study to acquire an artful professional manner when approaching the sick and to take leave of them with equal skill. Whether in your office or elsewhere never ask, as you enter to pay the first visit, "How are you today?" or any other time. He may retort, "That is what I want the doctor to tell me." Avoid other awkward questions such as, "What is the matter with you?" "Would you like a going over?" "Let me crack your neck."

CHIROPRACTOR, KNOW THYSELF

Such an approach is unprofessional, repugnant and barbaric; painful to the ear and vexatious to the spirit of any one with a sense of linguistic fitness. Approach the patient with an earnest, calm manner that shows an anxiety to learn all about his condition, making the necessary examination and adjustment and then departing with a self-satisfied, cheerful demeanor that inspires confidence in the patient and his friends and a belief that you can and will do for him all that any doctor can do. The smile, the look of the eye, the walk, the language, the facial expression, the laugh, the move of the head, the step, the poise of your body all play a part in creating confidence. The gestures of some doctors are pleasing, of others rude, harsh and repulsive to the sick.

The reputation of being a "nice man" is even more influential with many than skill. If one is especially polished in manner and moderately well versed in the scientific, his politeness will do him more good with his patients than special knowledge in pharmacology, phrenology and other ultra-epistemological acquirements. Affability and skillfulness, too, make a very strong combination. Adjust yourself till you become perfect in these powers, and if your manners and conversation are of the kind that win and conciliate rather than repel people you will be fortunate, and will put money in your pocket that might have gone to some other doctor. The first impression of the doctor whether in his office or elsewhere is usually the lasting one in the mind of the patient. If you display a genuine sincerity it will be noticed and if not, disagreeable;

it will help you greatly but never assume one. Act yourself everywhere and at all times. A counterfeit is easily detected by all sensible people. If you lack any of the following essentials, you must study and practice constantly to acquire them.

Independence is a good professional quality, when exercised with kindness and respect. A gentle, urbane but firm manner is found suitable to the greatest part of any community. Fluency in conversation: you must be firm and explicit in your method of cutting the gordian knot so often encountered. Cheerfulness and sweetness of manner and a never-failing stock of politeness make a fountain that is never-failing in its influence. Great native courtesy expressed by well-chosen and proper language is another quality so useful that you should practice to acquire it. Use only kind words when you speak of the other fellow, be he a practitioner or a layman. One never wins the applause of a listener whose ears are being filled with unkind, unprofessional and unethical expressions about someone else even though that some one else may merit such utterances.

Showing a gentle, earnest interest in your patient's condition is another very strong faith-inspiring quality. To assure your patient that you will take the same interest in him as though he were your own father or brother, or as if she were your own sister, or when attending a child, as if it were one of your own family, and similar expressions of sincere sympathy and interest inspire great confidence and are often remembered and quoted long after the doctor has used them.

Concentrate your thoughts and efforts toward your

CHIROPRACTOR, KNOW THYSELF

patient and act accordingly so as to remove all dread of your adjustments, especially when a patient shows timidity. Also avoid a formal, solemn, or funereal manner. If you or your adjustments give rise to dread, if your air and movements are naturally awkward or sombre, set them off by cheerfulness. A little witticism on suitable occasions will dispel gloominess and will make the patient look forward to your next visit with pleasure and not with a "touch-me-not" attitude.

To be quick to see and understand your duty in your office or elsewhere as if possessed by intuitive skill is another of the best points you can have. Whoever has such a quality naturally will not, cannot, fail to get devoted patients who would willingly retain him in preference to all others. People invariably applaud boldness, especially when followed by success. A bold and prompt act often leads to idolatry.

When a patient comes to your office, he comes to buy and expects to be sold. He has done his part in making a visit and will be disappointed if he goes away without your service. You must know no fear or weakness in presenting your service. When you visit a patient, neither stay long enough to become a bore and compel the wish that you would go, nor make your visit so short or abrupt as to leave the patient feeling that you have not given his case the necessary attention. A brusque, unfeeling manner is bad for a doctor, unless sustained by unquestionable reputation.

Also observe punctuality and system in attending your patient, because your visit to him is his chief event of the day and your approach is anxiously

CHIROPRACTOR, KNOW THYSELF

watched for. The majority of people cannot judge correctly, nor estimate the real value or extent of your technical knowledge and service, but form an opinion of you almost entirely from the amount of care you bestow and other little details, particularly the devotion you exhibit towards your patient. Everything you say, everything you do will be noticed and may be dwelt upon after you depart. Do not form the habit of being late when you visit your patients. It is unwise for a doctor to keep a neurasthenic, hysterical or otherwise suffering patient waiting hours for his arrival.

Your professional fame is your chief capital, and your ambition to increase it by all legitimate means is both fair and commendable. If you develop the ability to communicate your opinion to your patient or to his inquiring friends in well-chosen and proper language you are more apt to retain them. After you attain a patient you are not apt to lose him so long as you are conscientious, sober, decent and discreet, and are healthy enough to endure your labors.

At the threshold of your professional career it is your duty to familiarize yourself with things relating to your science. If you are a good student it will not only make you a better doctor, but will satisfy the minds of those desirous of specialized knowledge. All doctors are students because they have only begun to study carefully and earnestly the great problems of life and health. A doctor is never a graduate; student he must ever be to win in the world the ability and success as a practitioner.

Your studies must go far beyond the scope of the

CHIROPRACTOR, KNOW THYSELF

scientific. You must show sympathy towards your fellow men. One of Jesus' two commandments says, "Love thy neighbor as thyself." It does not say, "Love thyself and forget thy neighbor." Follow this principle and never violate either its letter or its spirit, but always scrupulously observe both towards patients as well as towards all practicing Chiropractors. For without this spirit, and without ethical duties and legal restraints in our profession would leave it possible, for such as have the power, to carry on a regular grab system, regardless of right or wrong, and still claim to be honorable Chiropractors, whilst those oppressed would have no one to appeal to for proof to the contrary.

Due to our extraordinary beginning sporadically in the past, some have habitually discarded professional dignity and spirit, believing it less advantageous. But now the large percentage of the doctors of Chiropractic, actuated by a lofty professional spirit, striving to do right, are earnestly conforming themselves to the rules of society and justice as nearly as their conscience can decide. Avoid as far as lies in your power the proverbial rancor, antagonisms and professional hatreds. Abrupt, dry, stiff, or unfeeling manner is quite different from the philosophic composure required by a doctor's professional duties. The former is brutal and unprofessional, the latter is necessary to enable you to weigh correctly and manage skillfully.

It is quite natural to expect your Chiropractic neighbors to pay you a friendly call after you locate, whether acquainted or not; but if they fail to do so, it should

CHIROPRACTOR, KNOW THYSELF

not be construed as ill-will, for it may not accord with the position of doubt concerning you being of the same ideas or practice, so much in evidence among all professions; besides, very often true men and women are very slow to fraternize. School your feelings; never be tenacious of doubtful rights and do not follow captiously every trifling contradiction or apparent infringement; throw captiousness into the abyss of oblivion and maintain your friendly attitude towards all fairly disposed Chiropractors. Allow liberally and go far towards neutralizing inharmonious actions or bombastic verbiages which the very nature of our profession makes inevitable. A certain amount of clashing and jarring is unavoidable in a profession as young as ours. Never become involved in useless and rancorous controversies or endless reprisals but let your conduct in this and all other respects entitle you to the esteem of your Chiropractic neighbor. Endeavor always to settle things amicably instead of an eye for and eye and a tooth for a tooth.

When persons inveigh against another Chiropractor to you or find fault with his adjustments, you should never suggest that he be discharged so that you may supplant him. Such an act is unprofessional, ignoble, and deserves the opprobrium of the profession. Whenever you are called to attend a patient previously under the care of another Chiropractor, perhaps because the patient or his friends are dissatisfied with the way he handled the case, you should never criticize him or involve him by expressing the opinion that you should

CHIROPRACTOR, KNOW THYSELF

have been called sooner, or that they wasted so much valuable time, etc. It is cowardly and mean to do either. The less you say about the previous practitioner the better; never mention your predecessor at all unless you can speak clearly to his advantage. Make conversation refer strictly to the present and future and not to the past; after all, that is your duty to the patient. If there is any unpleasant odium against the other doctor or hard feelings about him, the patient and his friends must have them, not you.

Courtesy, truth and justice should mark every step of your way and go far, very far, towards performing friendly offices to any fellow practitioner. To take a mean advantage of a Chiropractor, besides being wrong, you might engender a professional hornet who in retaliation would watch with malignant eye and sting fiercely whenever opportunity offered. Circumstances may even require you to defend your professional brother, and your profession, too, when either is unjustly assailed. Indeed, never become negative when Chiropractic is spoken against, or never fail to defend the reputation of an absent professional brother when justice demands it.

Enhance your professional brother or sister and your science, too, in public esteem at every opportunity and your road will be more pleasant. If your conduct towards other Chiropractors in these matters is just and honorable it will be discovered and appreciated in due time. If you ever err unwittingly all will feel that it is through a mistake and not intentional. Any doctor

CHIROPRACTOR, KNOW THYSELF

who takes issue with and prominently airs another doctor's technic, school or adjustments, besides exciting ridicule, he must be wrong in his heart or weak in his head.

CHAPTER VII

DESPITE THE esoteric, you should never be reluctant to pay your tribute of appreciation to the protagonists of Chiropractic. All praise and honor goes to the discoverer, D. D. Palmer, for his epoch-making discovery which laid the foundation for this great science, and the noble efforts of his son, B. J. Palmer, to whom belongs the main credit of establishing and maintaining the Fountain Head School, which is the largest non-medical and self-supporting educational institution in the world. As well also the handful of outnumbered crusaders who suffered the iron heel of Frankenstein, through years of intense conflict with the medical authorities have heroically withstood the martyrdom of the turbulent years of medical supremacy.

When one views our scientific history of the past we cannot help being proud of its glorious accomplishments. But when we look into the present state of affairs within his profession, we see that glorious past practically asphyxiated for lack of harmony, especially harmony and solidarity in this State is non-existent. Conditions in the Golden State are very anomalous. Here we have the "straight," who thinks his ten fingers carry all the super-magical powers that be; give him one vertebra and you can throw the rest of the body away, he does not need it. Here we have the "mixer," who would more willingly pay \$600 for a diathermy or \$1200 for an electronic machine than he

would pay one-half that amount for a Chiropractic instrument. The pros and cons of that age-old question of mixer and straight have added another papa-in-law in our rancor, the naturopathic physician, who is willing to practice anything-you-please and use everything from sawdust to theology; the only thing he does not want is the name, "Chiropractic." God help Chiropractic and afflicted humanity were therapeutics, isms, and pathies the Chiropractor's only reliance in his struggles with disease.

In order to understand the proper attitude of the straight, the mixer and the naturopath, it is only necessary to realize the measure of difference between schools. In the meantime the chaotic state has reached such monumental proportions that many conscientious Chiropractors, feeling unable to take part in a three-way parody, remain entirely aloof, watching the factions in their proselytization dynamically anathematize one another as following a narrow, exclusive dogma or a foolish system. You will observe at a glance that these fine men and women forget their obligation and their honorable calling and continue fighting each other instead of giving the profession a chance to fight for business.

We are not writing these pages with the purpose of entering into any wordy discussions, but rather presenting to our readers some of the vital facts confronting our profession today. Of all things on the face of the earth writing a Chiropractic book at the present time, is the most accursed. A professional critic, a very acute observer, once exclaimed from the

fulness of his vengeful heart, "Oh, that mine enemy would write a book!" Anyway, whether we draw encomiums or odiums from the field, we shall maintain strict neutrality. Mindful of these sayings and in explanation of such temerity and by way of apology we may be permitted to give our reasons for undertaking the labor. By noting the special features which a long practical experience and a personal desire for special contact and the queries of many of our co-workers have led us to believe that a thorough analysis of the attitude of conflicting opinions within our profession should be highly desirable and constructive.

Speaking somewhat per experientia and having some personal knowledge of these things, the following opinions are more in the nature of manuscript or heart-to-heart talk between practitioners who have mutual confidence in each other than of a technical, or strictly scientific treatise on the subject of "straight or mixing." To the members of the profession into whose hands this book may come, no apology is offered or should be necessary, for what is said in the following pages is information, opinions, and explanations derived from eminent Chiropractors who represent both sides and whose opinions should be respected.

The idea that governs the attitude of the mixer towards the straight is precisely this:

The mixer believes a Chiropractor should be like a bee—take the honey of truth wherever he finds it, accept all truths whether derived from the great field

CHIROPRACTOR, KNOW THYSELF

of past experience or discovered recently, and stand ready to receive and utilize any and every valuable discovery, no matter when or by whom made. He also believes that because an attorney does painting as his hobby, makes him no less capable to pursue his legal profession; or a druggist selling ice cream or face powder makes him less a pharmacist.

It is true that Chiropractors are far more imperfect than Chiropractic. It is also true that Chiropractic has not yet reached scientific exactness and possibly with some never will. Our educators are continually striving to bring Chiropractic as near to perfection as possible, and we all should be willing to learn truth and scientific wisdom wherever it can be found. Whenever a new idea arises we should investigate and if it contains any new or valuable truth, no matter how great or how small, we should instantly incorporate it with the great mass to swell the records of our scientific knowledge. It is preposterous for a Chiropractor to try to restore health without scientific adjustments, it is just as preposterous to use only an exclusive system.

The reason is simple. In your private practice you encounter the really sick, the malingerers, the squeamish with indefinite ailments, or the chronic health shopper with frivolous complaints, the wealthy and pampered who require pounds of good judgment and ounces of adjustment. If you handle all such patients *similia similibus* it will not be very long before you will see money that should come to you trickling into

CHIROPRACTOR, KNOW THYSELF

other offices and to other doctors who better understand human nature.

You as a doctor are bound as by an oath to use your best judgment for every one who places himself under your care, and neither your Alma Mater nor your School should prevent you from sailing as near to every popular breeze as truth and justice will allow, and aim to earnestly please every one's ideas of Chiropractic as much as possible. Remember that those who have been most fond of you and your adjustments often become suddenly surfeited and undergo a complete revulsion against both yourself and your adjustments. How can this be wondered at when too long a continuation of beefsteak, mountain trout, squab, soft crab, oysters or other choice food causes disgust and utter loathing even in healthy people?

The mixers are often called apostates to Chiropractic principle, but their contention and the great principle that underlies their refusal to restrict themselves to straight practice is this: As lovers of all truth you have no fixed, no unchangeable creed, but hail with delight every etiological and health-restoring discovery, no matter by whom made, and take by the hand any one who is liberal enough to consecrate his life's labor to suffering humanity. And when certain doctors, schools, or teachers of Chiropractic circumscribe themselves and practice straight adjustments only, it is just like practicing medicine only, electrotherapy only, physiotherapy only, hydrotherapy only, or any other one idea. Such a doctor is so tied down to that by his love or by his prejudice and bigotry, that

he denies the usefulness and truth of all other known and honorable means of aiding suffering humanity. All liberal Chiropractors esteem him too illiberal to be true to a doctor's calling and justly allow him to remain joined to his exclusive or restricted system.

The doctor's function is one of social, physical and mental significance, and should be a blessing, rather than, as is too often the case, a tragedy through his shortcomings. The liberal and progressive members of our profession are eager to embrace and employ every new and proved discovery that will benefit the sick, while there are bigoted and intolerant examples who do not wish to learn anything outside of that one thing—and they never do. Doctor, you may be the best anatomical engineer in the world, you may know the name, function, origin and insertion of every nerve, muscle and ligament of the human body, and yet you will meet with failure in the majority of your cases, especially if the patient is lacking in the spirit of self-preservation. Unless you understand and direct the patient's mental state back to normalcy; unless you understand and skillfully correct the function of his cespool right under the diaphragm; unless you intelligently instruct the patient about diet, hygiene, and other sanitary measures, you will be sure to end in failure. Just think for a moment of a doctor neglecting to inquire what the patient ate—taffy, sawdust, gravel, etc. This is a great error and you yourself are assisting in defeating Chiropractic.

The liberal Chiropractor is striving to overcome his legal limitations, so that nothing under heaven will

CHIROPRACTOR, KNOW THYSELF

prevent him from doing whatever he thinks best for his patients. The adoption of a narrow dogma or an exclusive system will prejudice your mind against all other ascertained truths; such limitations will fetter you, abridge your usefulness and make you unfit to take care of the countless cases that come to you for attention. You must understand human nature. Knowledge of psychology aims at one of the strongest qualities of the human mind, a quality we should utilize more fully, the love of the wonderful. Advising patients to take a glass of aqua pura or to go on diet should not be considered anti-Chiropractic, or the smelling of an empty bottle should be construed as medical practice.

Such liberality is necessary if we are to rank among other professions like physicians, osteopaths, attorneys, etc., because their devotees pursue them as freemen; subject to no bonds except those of truth. If at any time during your practice, any new technic, school, or sect arises, it is your duty to seize the grain of truth and throw the chaff to the winds, no matter how great or how small his pretensions. Union, knowledge and adaptability constitute our glory and the element of strength that will make Chiropractic grow as long as there is sickness and unhealth in the world.

You will notice in every section there are doctors and near-doctors who manage their patients so adroitly that they often actually reap manifold more credit and patronage for stopping a cough or a fever in five days than adjustments would for doing the same thing

CHIROPRACTOR, KNOW THYSELF

in one day, and other ailments in proportion. You cannot logically neglect psychology. For further proof of the power of mind over matter, take notice of the magnetic or electrical belts, liver and stomach pills, mustard and epsom salt baths, exercising and stretching machines, charms, tractors and a dozen other things in vogue that the rich and the poor, the white and the black, the young and the old are praising as if they had fallen from heaven.

These kinds of doctors are experts in making much out of little, thrive on the quickening influence of mystery, hope, expectation, emotion and faith; they live and fatten while we with our minds fixed on more tangible and scientific aids, neglect them more than we should. Another reason why the liberal mixer uses modalities is that the straight Chiropractor is very apt to grow tired of a case and lose interest, or the patient grows tired of him and his similia, etc., and loses faith. The patient or his family is apt to desire a change of doctors. To dismiss the attending Chiropractor for another one, besides the adjustments being similar the attending Chiropractor will become offended, they employ a doctor from another school, under the belief that the Chiropractor will be less hurt if they dismiss him on the plea of trying a different system of doctoring.

Moreover, nine-tenths of the sick are greatly inclined to shun all who adjust heroically; so great is the popular fear of what Chiropractic might do that if they choose a Chiropractor, the nervous and timid will seek one who uses moderate, even though less

efficient means; and because in every community there is always a sufficient sprinkling of extremists, who for well-known reasons or other hate unite to abet and support in opposition to Chiropractic by announcing that adjustments are painful and dangerous treatments, breaking your back, or strangling the patient. Of course, this demand creates a supply against all of which they have aroused much of the existing foolish abhorrence and prejudice.

Our natural enemies, on account of their clamorous past, have enjoyed an unusual privilege, and because of this many people blinded by sophistry and swayed by false sentiment, invariably side with them and their followers. Even the public press delights in magnifying their propaganda in high-colored terms, and sometimes aims sharp arrows at Chiropractic. Our disagreements, too, are magnified and reported in such a way as to damage Chiropractic and enhance the interests of the privileged.

Another thing, the privileged doctors with uncanny cleverness have entered into every department of human endeavor: department stores, banks, factories, army, navy, compensation and life insurance, all their employees are compelled by law to have a physician when sick or injured, if they are to receive their compensation. Speaking of accidents and injuries, the following statistics will make you think. Five persons are killed or injured every year to every one who dies a natural death. One person in every nine is injured accidentally each year. Doctors of the United States treat more people every three days than all the under-

CHIROPRACTOR, KNOW THYSELF

takers bury in a whole year. The chances are two to one that a person will die from an accident and not old age; 4,300,000 persons are injured in and about the home, 2,500,000 injured in public places, 1,500,000 injured in line of employment, 1,200,000 injured by motor vehicles. Between six o'clock and midnight tonight, 12,000 people will be killed or injured—an average of more than one every two seconds, over thirty-three per minute. There were 182,674 members of the A.E.F. wounded in the World War in eighteen months; 1,574,840 injured in automobile accidents every eighteen months; 50,150 members of A. E. F. were killed in the World War in eighteen months; 53,650 are killed in automobile accidents in the U. S. every eighteen months.

Under our present limitations Chiropractic never hopes to gain patronage from the above mentioned cases. No wonder we are impoverished—we have no chance at cracked skulls. When bad things happen people have to call in another doctor. Does this elevate Chiropractic? Does this save Chiropractic for posterity? If force must be just, justice must be strong. The actions of the few leave us dazed, doubtful and uncertain. Their interpretations may be sound but are not satisfying; they cause fear of the future rather than confidence, and certainly they do not provide us with the sustaining satisfaction that we can be assured of harmony during our professional career.

Were we to get down off the pedestal and stand on the floor, flat-footed and give the bare facts with the bark off, we would say: Chiropractic has accom-

plished miracles; the mixer has as noble a record as the straight, and many of the most successful liberal Chiropractors are graduated from straight schools. Right or wrong, these doctors, whether lacking adaptability in the art of adjusting or whether they wish to add psychology, electricity, heat or anything else, we should not attempt to deprive them of that which they know, forcing down their throats what we want. Why, the allopathic profession has tried the cramming for many centuries, and the public finally revolted against it. Are Chiropractors now trying to cram down Chiropractors' throats that which we ourselves have been so bitterly denouncing? It is the duty of the straight schools to teach Chiropractic and emphasize to their students the value of scientific spinal adjustments. But to keep on dividing the profession to a point of deterioration, they are themselves destroying Chiropractic not only by giving our enemies a very good chance to eliminate Chiropractic, but appearing publicly, over the radio, in the newspapers and in the courts of justice denouncing one another, making the people think we are continually on each other's throat hyena-like. It is so terrible we dare not face it.

The above are briefly the sentiments of the liberal Chiropractors.

The following will be a thorough analysis of the sentiments of the unadulterated straights.

Mixing Chiropractic is a sinister phantom and its principle has unpleasant implications. Chiropractic is always in danger when the means of injuring their rights are in the possession of those for whom they

entertain the least suspicion. It has been repeatedly demonstrated in the past that some individuals in office, in their zeal to become leaders in Chiropractic, either for self-aggrandizement or to be an authority are blinded by false sentiments, invariably side in with someone else to decry the work of our pioneers and their schools. Willingness to show authority is one of the universal weaknesses of mankind. The idea of "being an authority" and shining in type dazzles all classes. You will find many who could almost be inveigled into criticizing many things in Chiropractic matters, and say three and three makes five by any sharper who understands how to tickle their self-conceit and their love for notoriety.

A proper use of office, instead of denouncing individuals or schools, is a leading characteristic of a good Chiropractor. When you see a doctor who wishes to be ahead of others, or boasting of an extraordinary acumen, or this or that is wrong, or he has a panacea for all our professional ills, you can safely conclude that in his enthusiasm to become a leader he has lapsed in his philosophy, or overstates his credibility, or that his usefulness has run to seed.

Some of these young leaders, in order to gain their point, would not hesitate to embarrass and jeopardize both pioneer schools and prominent educators. Such acts towards the foremost in Chiropractic are indeed a great irreverence and deserve the odium of the entire profession. These pioneers were the first men and women who had the courage to systematically expose the blunders and failures of other professions and

demonstrate the soundness of the principle of spinal adjustments and the merit of its practice. They have carried the Chiropractic banner through and over many extremely serious situations which will not be known until long after they are gone. They are great men and women, they are honest, they were and are the best Chiropractic has ever known. It is but just and fair to give credit due these pioneers who during the last half century have been preparing the field in which Chiropractic is now thriving. In honoring these pioneers the profession shows its own worthiness.

But when you see State Examining Boards rejecting the applications of the students of these schools on the plea that their educational standards were not sufficient to qualify them for examinations, we say: Here is where Chiropractic is bringing the plague upon itself by the inconsistency of its own representatives.

To allow such a condition to exist is a blot upon the fair escutcheon of these schools, and since Chiropractic is virtually a religion not only with the schools but also with the majority of their sponsors, they retaliated with all the warlike virtue of their valorous unlimited capacity for sacrifice. They would not allow their schools to be killed in the battle by the foes of our household, and with similar weapons stung fiercely, resulting in our present chagrined state.

These seniors have proven to be both eminent scientists and splendid strategists. They managed to overcome the myriad perpetrated perplexities as well as many legal technicalities that confronted Chiroprac-

tic from its inception. They also displayed qualities of genuine leadership, for which the profession should be everlastingly grateful. A leader must have definite ideas which, whether right or wrong must be respected. A leader's ideas must be clearcut and related to underlying principles of the science of Chiropractic. Being human, he may be wrong in some of his specific ideas, but he must hold to them firmly, be prepared to sacrifice himself for them.

A leader must hold his beliefs with confidence, must not veer with every wind, every man he talks with, every pressure brought upon him. If he believes a thing on Monday we can count on his standing up for it on Friday. What would you think of a clergyman whose love for money and lack of scruple would allow him to vary his principles at will and preach anything you wished, whether an orthodox Hebrew lecture, a Catholic sermon, an ultra-Protestant discourse, a fiery Mohammedan philippic, or an out-and-out infidel harangue? He might believe in one or none, but he could not believe it all. Show a decent respect for the conscientious Chiropractor and shun both the bogus and the any-way-you-please fellows who use the name of Chiropractic simply as a cloak because it pays to use it.

Masquerading pseudo-Chiropractic does not take the place of genuine specific spinal adjustments. It subsists almost entirely on credulity and ignorance. It is your duty to avoid it and save as many from its evils as you can. Modalities, isms, pathies, attenuations, elixirs, globules, tinctures, solutions, etc., are

damning witnesses of his lack of moral sense and lack of honesty, and of his want of faith in one he professes.

One of the greatest of all wonders is that wisdom in law of perfection in the sciences, or skill in arts, or even brilliancy in other departments of human knowledge, scarcely increase some people's reasoning powers a single iota in Chiropractic matters. Why a person can be one of the wisest of men in all else, and an easy, almost volunteer prey to some slick salesman who knows how to tickle his ego, and of course will allow him to fill his office with shiny modalities, some that look as if made for ornaments but never for use, others are certainly murderous looking instruments of torture. The adjusting table remains in a corner, a curious dingy relic of the primitive past.

This is the chief reason why the adoption of modalities vibrates torture to the hopes of the straights. They reason, if the individual practitioner give more of his time to the art and science of Chiropractic and less to extraneous subjects it would without a doubt improve his efficiency to a much greater degree. The straights view such things with apprehension, and, of course, they are as stubborn and just as set in their convictions as Chiropractic being right dictates. An authority in Chiropractic matters can not and should not look backwards. Hoodwinking his beliefs should not be snap judgment; his problems must spring from his whole attitude towards his profession. If there is not this inner harmony the man himself will flounder, have no confidence in his own profession and so inspire none in his followers. No man can be an authority

or a leader who does not possess courage. His followers must realize that he will not desert them for a handful of silver. An honest man with vision and courage who will stand firmly on his feet and denounce all self-seeking and falsity, need not be afraid of lacking support. When and on what to compromise is one of the most difficult of the problems of practical leadership.

Materialism is rampant. The high standards of living, the constantly increasing demands for more things lead to constant need for more money, but when a man thinks of his profession primarily in terms of income he is not likely to develop qualities characteristic of a good doctor. We for the past forty years have claimed loudly that Chiropractic is all-inclusive, and has proven that it does not need therapeutic aids to get results. Chiropractic has been built upon that foundation, a foundation of demonstration which is so strong that it alone can hold up the integrity of our science. To destroy that foundation is to destroy the very science itself and cause its superstructure to topple upon our heads. We must not overlook the fact that thousands upon thousands of cases have been restored to health through Chiropractic adjustments after everything else has utterly failed.

Chiropractic is poison to other methods; other methods are deleterious to Chiropractic. Surely every one can see the futility and danger in using anything construed as medical practice. Wishing to practice things that we have so long and loudly declared to be unnecessary and ineffective is to admit that we have

either deceived the people or we now think we have discovered that Chiropractic is not what it has been represented to be. Remember, we have pretty shrewd enemies who are keeping records whenever they can gather them, and when the proper time comes they will use them as a club to bring about favorable legislation for themselves in the form of basic science or place Chiropractic under vocational and professional standards, both being under medical supervision.

Chiropractic is no more akin to medicine than it is to chiropody or the barber trade. If the time ever comes when Chiropractic will be destroyed and the practice of all Chiropractors be ruined, it will be because the doctors themselves have not mended their erring ways and because they clamor to use things that have proven a complete failure in the past. Reproach is often heaped upon the straight by many who believe that the modalities belong strictly to the province of Chiropractic, and in some cases particularly desirable by the better class of patients, and they should go hand-in-hand with Chiropractic. The truth is, unfortunately, most of us are far more imperfect than Chiropractic and still try to study extraneous subjects while imperfect in Chiropractic technic.

Even though you master your technic perfectly, you will still fail to re-establish somatic normality in every case. In other words, we may be just like different persons essaying to painting. Some will exhibit different degrees of success: one possessed of natural aptitude will attain wonderful skill, another less apt will reach mediocrity, while a third will fail entirely

CHIROPRACTOR, KNOW THYSELF

in his attempts and quit in disgust, this difference in result being due not to a difference in the material or colors at the command of each, but in the more or less perfect judgment and skill shown by each in selecting and using them.

Avoid decrying and ridiculing another Chiropractor's art of adjusting to the laity and suppress all other seeming confessions. When a Chiropractor speaks thus he means it relatively only, means to say that he is aware and willing to confess that Chiropractic is not an exact science; the people cannot appreciate the sense in which such confessions are made and they work untold harm to the doctor who makes them and more harm to the profession at large. Because all who hear them conclude that Chiropractic is only a labyrinth of uncertainty and confusion, ever after either do not employ a Chiropractor at all or do so with utter distrust.

It would be a still greater offense for a Chiropractor to captiously attack any of his seniors no matter who they are, or allow anybody else to speak odiously toward our protagonists no matter what their policies may be. Indeed, to fail to defend the reputation of our prominent members when justice demands it is ignoble, unprofessional and implies a quasi-sanction of the libel. The less prominent in the profession may not be greatly disturbed by the signs and omens in our household and often unceremoniously change their policies with very little regard as to the future outcome. But for a Chiropractor of international fame

CHIROPRACTOR, KNOW THYSELF

who has given all his years to develop and establish as well as protect Chiropractic to whimper and change his mind to please everybody as well as his own pocketbook, he would be guilty of amazing dishonesty and would not appropriate to himself the solace of future oblivion, because his name would have been remembered in terms of anathema for generations to come. Such change in a man or his policies would be not far short of treason.

Fortunately, even in these days of commercialism, our profession can proudly point out many an honest Chesterfield. These noble trumpeters of honesty and truth, not only did not allow dollar worship to warp Chiropractic, but like the rock of Gibraltar, stood adamant, watchfully waiting to prevent any imminent disaster that would probably strike at the zero hour. Such has been the spirit of the friends of the good cause. Under such guidance Chiropractic has made good its claims as a science and established a record unparalleled in the history of the world. Whenever the time comes that Chiropractic loses control of the reins and the unbridled disorganization persists, the steed will never stop until it goes over the precipice and kills itself and Chiropractic at the bottom thereof.

These, worthy readers, are the pros and cons confronting our profession today. You, the beneficiary, will reap the fruit sown. The more closely you analyze our peculiar and complex environment the more you will fulfill every duty with fidelity and honor. Every member in the profession should be unselfish,

CHIROPRACTOR, KNOW THYSELF

fearless, active, energetic, high-minded, and willing enough to make the sacrifices our profession requires. The great Lord declared, "As you sow, so shall you reap."

CHAPTER VIII

THERE ARE persons who know many things that are not so, there are others who are blind and cannot see, but no one is so blind as the one who does not want to see. There are still others who think perhaps they would look much better under the turban of Hippocrates and that they would like their Chiropractic with a dash of medicine. There are still others who know that for almost four decades Chiropractic has been relieving needless suffering among the human family. Perhaps it is because they have taken time to study and investigate its intrinsic worth and its deep, extensive and absorbing philosophy. The former may read the following startling statements from eminent medical doctors which will make them think and perhaps mend their ways.

* * *

“Medical freedom.” The Constitution of the Republic should make special provision for medical freedom. All such laws are un-American and despotic. Benz. Bush, M.D., signer of the Declaration of Independence.

* * *

We have listed in medical science 407 different diseases and out of the 407 only six are curable by drugs. Dr. Richard C. Cabot of the Harvard Medical School.

* * *

The cause of physical disorders is vertebral sub-

CHIROPRACTOR, KNOW THYSELF

luxation, this cause can be corrected by spinal adjustments given by trained hands of the educated Chiropractor. C. E. Patchen, M.D., New York.

* * *

If recent cults had absolutely no merit they would cease to exist. Richard Cabot, M.D.

* * *

There are 50,000 surgeons in the United States, and only 10,000 are qualified to operate. This statement was made by Dr. Wm. Mayo of the Mayo Bros., Rochester, Minn., in the 1923 convention of the American College of Surgeons, at Chicago.

* * *

Most drugs have no effect on the disease for which they are administered. Dr. Wm. Osler (one of the founders of Johns Hopkins).

* * *

Judge Chiropractic by its results and one is bound to give it the approval of one's reason. L. W. Edwards, M.D., Omaha, Nebr.

* * *

No drugs save quinine and mercury will cure disease, only rest, sunshine and fresh air can do that miracle. Dr. Woods Hutchison.

* * *

Many Chiropractors are adjusting from ten to fifteen patients a day to the satisfaction of a majority of their patients. Most of these patients are chronics who have made the rounds of the various kinds of treatments as regulars and irregulars. The result

CHIROPRACTOR, KNOW THYSELF

would astonish any medical man who would make an investigation. J. M. Sheller, M.D., Cincinnati, Ohio.

* * *

If all the medicine in the world were thrown into the sea, it would be bad for the fish and good for humanity. Dr. Oliver W. Holmes (better known as author).

* * *

Chiropractors are obtaining results that I could not have obtained with medicine and surgery. F. C. Rutherford, M. D., Birmingham, Ala.

* * *

All drugs and medicine that work while you sleep are a little later going to prevent your working while awake. Elbert Hubbard (the great author and writer).

* * *

Drugs never cure diseases. They merely hush the voice of nature's protest and pull down the danger signal along the pathway of transportation. Any poison taken into the system has to be reckoned with later on even though it palliates symptoms. Pain may disappear, but the patient will be left in a worse condition though unconscious of it at the time. Daniel H. Kress, M.D.

* * *

The truth about doctors' incompetency is so terrible we dare not face it. Geo. Bernard Shaw (the great writer).

* * *

School authorities have no right to force children to submit to medical examination against the wishes

CHIROPRACTOR, KNOW THYSELF

of their parents. Judge W. T. O'Connell, Solano County, Calif.

* * *

Some day men will learn how to feed themselves, then the average length of life will be 140 years. Arthur Brisbane.

* * *

The spine has more to do than any other factor with the maintenance of health on the one hand or the establishment of disease on the other. Chiropractic is a rational method in combating disease and should be legally recognized. Elfred Walton, M.D., (ex-president and chief of the surgical division of the Essex County, N. J., Hospital of Main Academy of Medicine and Science).

* * *

Cancer is not a surgical disease, it is a "medical disease." Surgery never cured a cancer and never will. Some of the best surgeons in the world have told me so, and 38 years of observation has proved the same to me. Geo. Starr White, M.D., Los Angeles, Calif.

* * *

Every educated physician knows that most diseases are not appreciably helped by medicine. Richard Cabot, M.D.

* * *

No one knows so much about the harm of morphine as the physicians do, yet there are more victims among physicians than among any less informed professions. Richard Cabot, M.D.

CHIROPRACTOR, KNOW THYSELF

This eminent physician says: The patient who takes medicine must recover twice, once from the disease and once from the medicine. The only drugs that are worth an oystershucker's oath are those that smell good, taste good and are harmless. Wm. Osler, M.D.

* * *

It is impossible for a physician to familiarize himself with four or five thousand drugs. The Scientific American.

* * *

No reputable physician nowadays gives medicine indiscriminately to every patient who applies. The modern doctor has lost his all-time faith in drugs for the simple reason they do not always do what is claimed for them. Frequently we have found they do more harm than good. A drug, for instance, may "cure" a pain in the head, but do permanent damage somewhere else. Hundreds of drugs have been dropped from American authorized lists, and it is generally believed that more will follow. Captain Hughs Merns, Surgeon General's Office, Washington, D. C.

* * *

Sanitary Engineers for Health Officers. Physicians should not be Health Officers, Because:

1st. It is obviously contrary to public policy since medical revenues come from disease and not from health.

2nd. Schools of medical practice are many and various, and it neither democratic nor fair to permit one school to control the practice of other schools.

CHIROPRACTOR, KNOW THYSELF

3rd. The care of the person is purely a private affair and does not properly come within the public health.

4th. The relation between physician and patient being a personal and private one, the individual is entitled to his choice of advisor.

5th. The doctor cannot forget that he is a doctor and when he becomes health officer, proceeds to "doctor" the whole community.

6th. The function of a health officer is strictly a sanitary one, having relation to drainage, to sewage and garbage disposal, to water supply, to ventilation and plumbing and, in a word, to making the environment clean and wholesome. These tasks are no more akin to the practice of medicine and surgery than they are to chiropody or the barber's trade.

7th. The doctor as health officer is at best an amateur and a theoretical sanitarian. His views are colored by his medical training, doctoring the polluted water supply with chemicals and then turning to meddle with the persons of private citizens, invading homes, controlling the public schools, interfering between private practitioners and patients, and forcing medical treatment on the sick and well.

8th. The health officer keeps the records of death and has in his power, if he is a doctor, to protect his medical brethren from blame for any given practice of his sect from condemnation.

9th. In this manner deaths from malpractice regularly are concealed. Deaths from surgical operations are put down to appendicitis, or whatever was

CHIROPRACTOR, KNOW THYSELF

operated for. Deaths from vaccination are almost invariably concealed under the title of tetanus, meningitis, septicemia or whatever form the blood poisoning takes in given cases. This deception keeps the public in the dark and therefore raises the death rate.

10th. A doctor in the position of health officer is a state paid agent and lobbyist for his fraternity when the state has no more right to discriminate between medical systems than it has to show partiality in religion.

We must remember physicians are human the same as other people; and they are just as liable to go bad in public office as those who make a profession of politics. When a physician becomes a Health Officer, he is no longer free, but he is then a physician-politician and as such should not be counted on any more as being a true physician in the sense of the term. Geo. Starr White, M.D., Los Angeles, Calif.

* * *

After my observations of the last few years I am led to recommend very highly that people who are not in good health see a Chiropractor. A. B. Hender, M.D., Davenport, Iowa.

* * *

Take away opium and alcohol and the backbone of the patent medicine business will be broken in forty-eight hours. Dr. Woods Hutchison.

* * *

Having been in active practice of medicine since the year 1895 and having spent five years in medical schools, colleges and hospitals, and, too, having worked

CHIROPRACTOR, KNOW THYSELF

with leading medical specialists in the United States Army, I am pleased to say that I have given most careful observation, that the Science of Chiropractic is the greatest boon to humanity since its beginning; I have observed, under my own personal experience, some of the most wonderful results that were possible, and some that were seemingly impossible performed. In fact, the results obtained under Chiropractic have seemed like miracles, and in view of these facts, I condemn the action of the medical fraternity for having presented Senate Bill No. 106. Dr. E. P. Emerson, deputy coroner of Astoria, Ill. The above was a letter to Senator Mason, Springfield, Ill.

* * *

Under spinal adjustments, acute diseases are cut short and absorbed, and chronic diseases recover which have been believed to be incurable. A. A. Gregory, M.D., Oklahoma City.

* * *

My father practiced medicine for sixty-seven years, but he never practiced on me. Elbert Hubbard.

* * *

If I were confined wholly to one branch of therapeutics, I would choose Chiropractic unhesitatingly. R. E. Ellsworth, M.D., Astoria, Ore.

* * *

Fifty percent of diagnoses are wrong. Dr. Richard Cabot.

* * *

The flu should cause a flurry among organized medical doctors. Since October, 1918, there have been

CHIROPRACTOR, KNOW THYSELF

approximately 7,000,000 cases of the flu in the United States. Out of this number there were more than 400,000 deaths under regular medical care. This ratio is about one death to every 18 cases.

There were 35,000 cases under the care of just one class of "drugless physicians" with only 41 deaths, which means that these drugless physicians had one death in 860 cases. Other classes of drugless physicians have as noble a record. This shows the efficiency of the drugless physician to be 50 times greater than that of the so-called "regular physician." These records, which have been published and broadcast throughout the United States, are making the people think. I hope in time it will make the "regulars" think deeply enough to mend their ways for the good of humanity. Geo. Starr White, M.D., Los Angeles, Calif.

* * *

More than one hundred and fifty insurance companies have given recognition to Chiropractic as a science of health. It is not easy to believe that such cold, calculating business organizations could be so reckless as to recognize a system of healing that possesses no merit.

* * *

Poison drugs poison the system and weak drugs have no effect on it. Dr. J. W. Edwards, Omaha, Nebr.

* * *

The science of Allopathic Medicine is founded upon conjecture and improved by murder. Sir Astley Cooper, physician to Queen Victoria.

CHIROPRACTOR, KNOW THYSELF

Swallowing a teaspoonful of some medicine on your own guess as to what may be the matter with you, simply because it cured your neighbor across the street or the deceased husband of your mother-in-law or your office boy's grandmother's aunt, is like shooting in the dark. Dr. Woods Hutchison.

* * *

Disease has increased in proportion as the medical men have increased. Dr. Abernathy, London.

* * *

Already the number of preparations devised by the chemist for drug treatment of disease exceeds 75,000 different remedies. The array of material from which to select is so great as to constitute a perpetual riddle in medicine. Dr. L. F. Keller, U. S. Bureau of Drugs.

* * *

A canvass by the Chicago Medical Society shows that 85 percent of the people had been attended by doctors of the drugless school. In Los Angeles it was found that 90 percent preferred practitioners of drugless schools.

* * *

There is not a single medicine in the world that does not carry harm in its molecules. Dr. J. M. Hurty, Indiana State Board of Health.

* * *

There is not a single disease for which we have an absolute specific. Dr. W. M. Brady, Attica, Ind.

* * *

Every dose of medicine is a blind experiment on the vitality of the patient. Bostwick's History of Medicine.

CHIROPRACTOR, KNOW THYSELF

If I take medicine for my liver, it is probably doing harm to my stomach and other organs. Dr. C. S. Carr, Columbus Medical Journal.

* * *

Disgusted with the failure of drugs, I entered the Palmer School. I had become interested through seeing a Chiropractor take a bunch of derelicts pronounced "incurable" by the medical men of the town, and achieve results which seemed like miracles to me. Ever since my graduation from the Palmer School I have used spinal adjustments in my practice, and have secured results which, as a medical man, I believed were impossible. Dr. Lee W. Edwards, Omaha, Nebr.

* * *

Who did the killing? In the late war, according to the Surgeon General, practically the entire medical profession of the United States became the medical department of the Army and Navy. Each soldier was carefully selected, and every man "immunized" by five or six vaccinations, about nine were rejected out of every ten who registered.

Five great national organizations with hundreds of millions of dollars, vied with each other in furnishing tobacco, cigarettes, candy, doughnuts, medicine, and other "luxuries."

On December 1, 1920, there were available 39,510 hospital beds, one to every nine men, and a medical personnel of doctors, nurses, et al, of 354,796. In spite of such "advantages," there were admitted on the sick list for 1917-1918 3,003,253 or 939.37 men out of every thousand; and 15.85 out every hundred died.

CHIROPRACTOR, KNOW THYSELF

Regular medicine had everything as it wanted it. Not a "quack" had a look-in anywhere or at any time. Who did the killing? No one had a hand in it except "scientific medicine" and God. Who did the killing? Geo. Starr White, M.D., Los Angeles, Calif. From the International Brief and Journal.

* * *

Walter Winchell in the Los Angeles Herald and Express, July, 1934, writes:

Talk about things to burn you up and knock you cold—it has just come to my attention that in New York a dozen orphans may be used as guinea pigs for experiment with a new infantile paralysis serum. . . . It is known as "monkey fluid." The courts were urged to give permission . . . because they have no parents to give or withhold consent. There are some people who really believe that it is perfectly fine to make such experiments on these helpless orphans. . . . It is nice of them to risk the lives of other people's children. . . . How about risking the lives of their own tots? This pains me much, and the fathers and mothers who read this here certainly can help considerably to prevent it. It is supposed to have proven safe for adults but they must make certain about children. . . . Because a doctor on the coast the other day was very sure about such a serum. . . . So sure was he, he experimented on his own child . . . and it died immediately. Parents and others can try to prevent this happening to these six orphan boys and girls by urging the governor of New York to stop it.

Stricken Child Dies Following Serum Injection.

Healdsburg, June 24.—Authorities began an investigation here today into the strange death of two-year-old Jackie Baldwin, who with his brother Robert, 7, became ill after being treated with an anti-infantile paralysis serum. Jackie died last night and physicians today said his brother's condition is critical. The serum was injected by the children's father, Dr. Bryan Baldwin, prominent Healdsburg physician and surgeon, who said he purchased the supply from a registered laboratory.

* * *

How long, O Lord God of intelligence, will the intellect of the medical world continue in the kindergarten? Medical supervision and commercialism in combination render mind oblivious to truth and impotent to reason logically, else how is it possible to believe that infecting the blood with septic vaccine or serum, which is poison, or if it is not its influence is negligible, can render immunity to a disease from which the vaccine or serum is taken? Dr. J. H. Tilden.

* * *

I never dreamed that my education at the Harvard Medical School was so defective. I was not even taught how to dissect a spine, and none of the medical schools to this day require dissection of the spine. When one considers that the spine is the key to the entire situation and has more to do than any other factor with maintenance of health on the one hand, or the establishment of disease on the other, one can appreciate why it is that the allopathic doctor meets with failure

so frequently; with all his pretensions to superiority he is sadly handicapped because of his gross ignorance concerning the spine and its relationship to disease. Dr. Alfred Walton, Philadelphia, Pa.

* * *

An Army surgeon's experience: Night before last a physician Army officer called in to see me. He showed his credentials, showing that he was a member of the A.M.A. and had been for twenty-five years. He was graduated from the Johns Hopkins University, and said he has been in the government service ever since he was graduated. He said the only treatment he had ever received was at the hands of the government-employed physicians.

During the war he was in the service overseas and in time of peace he was stationed wherever the government sent him. He is a total physical wreck and I think beyond human aid.

He said he knew of my work and had known of it for years but like many others of his own clique, he scorned it until he saw that everything the organized medical staff did worked for ill rather than good in his behalf.

He said he learned nothing about dietetics in college and had never met a government physician who knew anything about dietetics. He said the general advice given him by all government physicians is, eat anything you please only don't eat too much.

He said he wanted to meet me and shake my hand and tell me how thankful he was that there was some one who was not afraid to let people know that the

CHIROPRACTOR, KNOW THYSELF

care of hogs was being taught more to physicians than the care of humans in our government institutions. He said he knows he must soon die, and so was not interested much more except to let advanced thinkers know that the average government physician is of the lowest order among "educated people."

He said the only remedies that he knows anything about from his years of experience in the service were mercury, quinine and iron, serum and vaccines, and every type of surgery, which he said he had begun to think was simply butchery. He said his own confreres wanted him to be cut to pieces, but he had seen so many butchered by them that he made up his mind to die as he "was"—with a prostate all punched to pieces by passing metal catheters through, and a stomach so dilated that he is not able to take solid food, and a bladder so inflamed that he cannot hold his urine and has to wear a receptacle all the time.

He said he would be courtmartialed and die behind prison bars if it were known that he told me, but as he was soon going to die anyway he was determined to give me this information as he passed through Los Angeles. He is about fifty years old and looks eighty. Geo. Starr White, M.D., in his book "Think," page 375.

* * *

According to official statistics published by the United States Department of the Interior, Bureau of Education, Washington, D. C., there were in 1900, 151 medical schools with 25,213 medical students in this country; and in 1920 there were left 77 medical schools with 14,243 students, and this medical Waterloo hap-

pened in spite of the fact that during the same period this progressive country of ours kept multiplying its population by the tens of millions. At the same time other schools of higher learning and sciences kept increasing and growing, while the medical schools were losing ground in an alarming way, and the deserters of official medicine were leaving the medical camp by the millions. And thereby hangs a tale of woe to poor old medicine. August Andrew Erz in his book, "Verdict of Science on Chiropractic," page 85.

* * *

The following is an excerpt from the Los Angeles Sunday Times Magazine section, "Care of the Body," written by Dr. Philip M. Lovell, N.D.

Surgery as a science. Springing to the defense of orthodox practice, the medical practitioner, when he hedges on the subject of medicine, gives his coup de grace to the argument: "Ah, but surgery is an absolute science." This is supposed to clinch the debate.

He admits that the medical treatment for man's ailments varies with the fads and fashions. The ailments remain constant. The remedies change with each issue of the pharmacopœia. But when we come to the field of surgery, the surgeon stands aloof. He say: "You may not have a science, but as for me, mine is definitely a science." Aye, verily it is. It is a magnificent science of mechanics—knowing how to remove a tumor accurately —yet without knowing the reason for the existence of the tumor.

It is a marvelous science which invents 75,000 instruments for cutting up the human body—yet does

not know why this human body needs cutting up. Appendices, fibroid tumors, gall-bladders and gallstones are removed. The theory as to the necessity for the removal, the reason for their being sick, the processes of pathology, the irrationality of living which is responsible for our ailments—these are not for the surgeon. If he removes the effect, the end product of the disease, the disturbed tissue, that is an absolute science.

Surgery is spectacular—awesome. There is glory in it for the knife-wielders. It has romance and fascination but, I repeat, it is the perfection of a mechanical science—a technique which plays no part in the knowledge of the processes of disease. Surgery does nothing to ascertain the cause. It does not concern itself with the habits of life—the real, fundamental causes why this body of ours is heir to so many ills.

* * *

These remarkable statements were made by men of scholarly learning and true scientific discernment, who have investigated with great patience almost every conceivable avenue of research, and after many years of intensive investigation found poisonous drugs and promiscuous surgical operations woefully deficient, and had the courage to openly denounce medicine and surgery. Meanwhile others bury their heads in the sands of ignorance and superstition and continue disgustingly the overdosing, blood-polluting, serum-injecting, salivating, purging, etc., under the sham of professional ethics.

Even though your position is not sufficiently ad-

vantageous, let it be known by word or act that racketeering and trafficking on the sick has no place in Chiropractic. Surely neither you nor any other honest doctor needs warning against such infamous systems of swindling, for any one who would resort to such money-making methods is weak and unworthy, and might be very properly classed with Judas who accepted a few pieces of silver, and the wretches who produce abortion. It would not be looked upon in any other light than the devising means to fleece a few extra cents from the poor sufferers who trusted to your honor.

A still meaner device is the fee-splitting system. Were a doctor or any one else to allow you a commission it would be robbing the purse of either the doctor or the patient. Were the former to allow you a few dollars and reimburse himself by adding that amount to the sum charged it would be illegitimately shearing the latter. This would place you in a most contemptible position, and you would live in constant danger of an exposé and an indignant public sentiment that the God of Justice would not subdue. You must live, and must have fees to enable you to do so, but unless you obtain every penny honestly you cannot escape the finger of scorn. Make it a rule never to accept a commission or fee from any one under circumstances that you would not willingly submit to investigation by the public, the State Board of Examiners or a court of justice. Your severest test will be when money is insidiously offered to induce you to do doubtful things.

CHAPTER IX

AS A DOCTOR you should always show respect for religion. You will often find that the ministrations of a cheerful, sincere clergyman are more potent to a worn and irritated patient who is in his last thread of his life than heroic adjustments. Your profession will bring you into the homes of patients and with clergymen of various denominations. Do right and you will always find in them firm friends and chief supporters in many of your most trying cases. When a patient in his last stage is cheered by religion he may show very little regret upon learning that he will probably die. The majority will take it stoically like a child does when about to start going to school after his vacation. In fact, when death is near and inevitable resignation often takes the place of fear when the sick one is skillfully informed of the probability of death.

Sometimes you will be called to attend the husband of a family who will tell you that his wife is peeved because she is opposed to everything but mental healing. In fact, you will encounter some who fanatically defend mental healing and belittle everything else. Attending patients under such conditions certainly diminishes your efficiency and renders your effort less effective. In all such cases the less you say the better, only try to get him to come to your office and away from such censorious environment. You may, when opportunity presents itself, explain to such persons that their theory might be correct insofar as it

does not interfere with or suppress nature's healing efforts, and as long as it awakens hope and confidence (psychic faith) and increases the inflow of vital force into the organism. But it is not in conformity with the constructive principle when it fails to assist nature's healing efforts, and ignores, obscures or delays the laws of nature, defying the dictates of reason and common sense. They cannot substitute, in the management of unhealth, a blind dogmatic belief in the wonder-working power of metaphysical formulas and prayers for intelligent co-operation with nature's constructive physical forces instead of personal effort and self-help.

Such explanation offends no one, and you may proselytize some of the less stubborn members or their friends. Remember, the best plan is to confine your ministrations to the worldly welfare of your patients, and never involve yourself or suggest anything in religious matters that involves a creed different from that of the sick or his friends. Really it is no part of your duty to administer to the religious whims of the sick even though it conforms with your ideas, because every sect has teachers of its own to whom you must leave the spiritual. You should never attempt to thrust your religious beliefs or disbeliefs upon any one who holds opposite views.

When you attend a dangerous case, you should be careful to give timely notice that if he has unfinished business of vital importance, he may wish to summon relatives or friends, make a will, etc. Remember, it is just as natural to die as it is to be born. No one has

CHIROPRACTOR, KNOW THYSELF

a lease on life and every one's time must come. You must be careful in exhibiting proper judgment when attending serious cases.

You will find but few who have the mental fortitude to feel comfortable for the remainder of life after they are told by the doctor their case is incurable and that they have only a few days to live. You should avoid and not unjustifiably cut off all hope even from those afflicted with cancer, pythisis, Bright's disease, etc.

With good judgment give all the encouragement you honestly can. But if a very ill, mentally normal patient really wishes to know whether he is likely to die and asks you point blank, you should answer him frankly and truthfully, but if possible answer him in blank terms, so as not to appal him and take away all hope. If you know anything favorable either in his physical or spiritual condition mention it as a solace, but tell it in a proper manner. Remember, you cannot put falsehood in the place of truth, even when talking to the sick and dying, for you cannot sacrifice principle or facts under any circumstances.

Tactful veracity should be your golden rule. Where death approaches slowly like a creeping shadow in the last stages of life, all persons with disease have plenty of time, while sinking away gradually, to realize their fate. The great prospect of Eternity certainly overshadows all temporal things. Sometimes you will seem to be fighting death itself and yet see the patient resuscitate as if by resurrection, whilst on the other hand you will find that patients are almost in

the grip of death while those around think, till you tell them differently, that they are getting better.

You can neither see the book of life, nor detain the soul of the sick one when Angel Gabriel delivers the final death summons. In adults with almost any sickness you may safely predict death a day or two after the pulse has gradually increased over 150. The momentary spasmodic seeming anxious and unconscious movements made by the dying are commonly supposed to be attempts to communicate some special secrets or wish before death. You might explain to those around that kind Providence has drawn the curtain of unconsciousness around the dying one and that he is not suffering. Death struggle is painless to the unconscious patient, but it is always agonizing and tormenting to all who stand at the bedside and witness it. In all such cases you should advise patients to have spiritual comfort.

Religion does good not only hereafter but here; indeed the presence of religious faith especially in advanced age is a wonderful power and if a doctor does not recognize it he lacks the alpha of psychology and the principle of observation. Prompt detection in such matters is a powerful influence. You will observe many a poor, worn-out, suffering, sick, despondent and broken-hearted wretch calmed in body and mind by the cheering influence of religion and greatly aided by it if his ailments are at all curable; if not, his spiritual comfort being fulfilled he becomes willing or even anxious for the hour of departure. Let no one sink away and die without making the probability known to

relatives or friends. When you attend a case that creates liability to sudden death, wisdom may require you to conceal the danger of death from the patient, lest he give up all hope and be overcome by apprehension and terror, but be sure to inform privately and give proper warning to those most interested.

The doctor's responsibility becomes still greater when attending devout religious families, especially of Roman Catholic and Greek Orthodox denominations, in which cases you should be doubly cautious to warn the immediate relatives of danger, so that the sick one may receive the last sacrament. It will help you materially and give you much professional prestige if you show that you are familiar with their religious duties.

Extreme Unction is one of the sacraments of the Holy Church of Rome (oily substance to anoint the sick one). It is believed to purify the soul of the dying from any sin not previously expiated through other sacraments and give strength for the death struggle. Agion Myron is the name of this oily substance of the Orthodox Church. It is made in a great Ecclesiastical Litany of the Holy Orthodox Church of Jerusalem. This oil is also used to baptize with.

Another sacrament of the Church of Rome which you should be familiar with is the Holy Eucharist, made of wine and host wafer ("shew bread," in the Jewish ritual, the loaves of unleavened bread set forth in the sanctuary); and is believed to contain Christ's whole being—His body, soul, and divinity.

If there is danger of the patient becoming uncon-

scious in the course of his illness be careful to inform the family so that the clergy may be called and the Holy Eucharist may be administered before the reasoning powers are obscured inasmuch as the patient is required to fast for a day or two before he can receive it.

This immaculate sacrament in the Orthodox Church is called Ahranta Mystiria. Be very careful, where there is incessant nausea and vomiting, this sacrament either not to be given at all or given in the smallest quantity, but if you consider that if your patient being without food or water would be dangerous to his welfare, the clergy should be informed. To expose it to be vomited or spilled is a great irreverence.

A doctor who attends Orthodox or Catholic families should be careful to administer or have administered baptism to children during or after birth when there is the slightest reason to doubt their viability. If in a confinement case you believe the child to be in danger of dying, it must be baptized. The following are the conditions and details of conditional baptism.

The doctor or any one else, a Catholic or Orthodox as the case may be, is allowed to baptize. Of course, a male of the same faith is preferable. The baptism is administered as follows: After procuring a glass of water (spring water being best designated, but clean hydrant, pump or any kind of true and natural water will do), with suitable manner say: "Beloved child, I baptize thee in the Name of the Father," exactly at the word "Father" pouring a small portion of the water upon the child's head; continue, "And the Son," pre-

cisely at the word "Son" pouring another small portion: again continue, "And the Holy Ghost," and at the word "Holy Ghost" another small portion.

In the "Holy Orthodox Church" the meaning is the same only the words are in Greek and are as follows:

"Baptizeste is to Onoma to Patros" (Baptize thee in the Name of the Father); "ke tu Yeu" (and the Son); ke tu Agiu Pneumatos" (and the Holy Ghost). In either case every word must be clearly uttered. Were you to omit even an "r" or an "f" the baptism would be insufficient. So important are these details that if the doctor arrives after some one else has baptized the child, the doctor must ascertain carefully whether they have observed the full form and accurate phraseology. If they have not, and the danger of death continues, the doctor should baptize again. In such case it is necessary to preface the formal words with "Beloved child, if thou art not already baptized, I baptize thee in the Name of the Father," etc. The water must be poured exactly whilst the formal words are pronounced.

Catholicism and Orthodoxy teach moral responsibility at the age of reason. For this reason they allow children to grow up to that age, but whenever one is believed to be in danger of dying, it must be baptized even if it is partly born. Baptize on the head if it is presenting, upon the hand or foot or any other part that is born. If no part is born, if you can reach the child through the orifice, the water must be applied to whatever part can be touched. In such a case a syringe must be used or anything else which will

CHIROPRACTOR, KNOW THYSELF

touch the body of the child and keep the water uncontaminated. The doctor will not readily be forgiven if force has been used before the child has been baptized and is born dead. Never neglect this part, it is far better for a doctor to be prepared thrice and not to go than to go unprepared. Precision should mark every step of your way. If you err at all, let it be on the safe side.

Time will come when the above information will be of inestimable value to you. Even though at the present time we are legally handicapped, nevertheless Chiropractic has definitely assumed rank as the foremost method of Natural Healing Science, and it is more and more filling a real need, and its place will soon become even greater as the years of its service roll on.

Immediate detection of dangerous changes and the approach of death not only protects the doctor and his reputation, but gives him and his profession fame, if he recognizes and points them out before the patient or his family observe them.

You should never hint of anything you say or do for the patient as being an experiment; people generally are opposed to doctors trying experiments.

Obstetrical practice in some communities may be profitable and in some respects desirable, but entails a tremendous loss of time as well as being a wearing branch of practice, and one that is full of care and responsibility. Sometimes you will be engaged for a case and after being kept in suspense for weeks and months, you will learn that the case is over, that Mother, Granny, or a midwife was sent for and the

usual plea will be that everything occurred so quickly that they did not have time, or some equally lame excuse will be offered.

Others again depend on some midwife and only send for the doctor when the case is complicated. Of course, you should go when humanity calls, but you should never bargain beforehand to play second part to a midwife, you to do the ugly work and take the care and responsibility, the midwife the fee and fame if there is no trouble. For this reason, unless you have an extensive obstetrical practice and experience and you can charge enough so that you can take care of the pregnant woman before and after childbirth, besides being kept waiting for a call day or night, it will not pay you to attend them at all. The fees are so meager to be kept in suspense for months, lose precious sleep and time waiting at the bedside while your other patients are awaiting your attention.

While a doctor will seldom be criticized for a fatal issue on the diseases of chronic sufferers and the aged, he will if a series of dystocias or bad luck when a woman dies in confinement and there is any possible chance to blame him, it will surely be done, for the reason that child-bearing is unlike disease, it is to increase the number of our race, therefore death in childbirth being a physiological function seems to be against nature and of course the doctor is apt to be judged captiously by every one.

You will find the majority of people are now sensible enough about Chiropractic, but you will also find many still cling to the old fifty-year-ago craze of purg-

ing cathartics and other depleting remedies. Others again are naturally capricious and fickle and no matter how earnestly one tries to serve and satisfy them, they will change from one doctor to another. Still others will be more true and will adhere to you through everything with surprising tenacity.

However, you should never set your heart and faith upon the continuation of patronage to any one, for you will many a time be replaced by some one else far below you in everything. If you have the ability to promptly detect loss of confidence and dissatisfaction with either yourself or the patient it will be the source of much satisfaction. This is one of the most important requirements that you should attain, if you do not already possess it. Sometimes a patient will unexpectedly and unjustly drop you and another take your place; you will have to bear the reflection and the wrong without showing the slightest chagrin.

Indeed, you will find yourself many times so hampered and harassed that to retire from attending the patient is your only alternative. A patient has the right to dismiss you and you have a perfect right to relinquish attendance on him at any time you think your interest or your reputation requires it. When you do so let your withdrawal be fully understood and in a pleasant manner advise him that it will be impossible for you to attend any longer; you are going out from town for a few days, you are not feeling well, too much other business or some other plea. After this is made clear no one can say you have neglected him. Never

CHIROPRACTOR, KNOW THYSELF

offer as an excuse for neglecting to visit a patient, "I really forgot you." This is unpardonable.

You should be very cautious about taking patients who are to be visited secretly or clandestinely, or having married women consult you secretly at your office. Attend anybody if you must, but seek to avoid persons who are apt to cause you trouble. Bear ever in mind that such people respect no doctor who does not respect himself. You will find it best not to take undesirable cases and persons at all than to take them and involve yourself. Endeavor to establish and maintain a complete professional influence with all the patients you attend. Approach no one except in a professional manner and duty, for without their faith and their respect you will have to contend not only against the physical but also the mental.

Moreover, never become so familiar or so fond of patients or any one else in your office or elsewhere as to make them the repository either of your professional or personal secrets, because those who you think are good patients or good friends today and some of those you served most faithfully, and who you think will never change, will surprise and shock you by turning viciously against you and decry you loudly. Bear the possibility of this ever in mind, and while making your relations with your friends and patients cordial, free and frank, always avoid telling secrets and making confessions that would put you into their power.

Be also exceedingly cautious when you place your photograph on your advertising cards, telephone directory, or presenting it to your friends or patients. Many

who would regard it with the highest esteem this week, this month or this year, would tear it down or give it to the hangman the next. If you adopt the habit of presenting your picture to every one enamored of your professional skill, or your good looks, good manners, style of dress, etc. it will be the cause of many awkward dilemmas. Beware of confidants. Trifles thin as air will sometimes serve to detach these supposedly good patients from you. Indeed, an insignificant act or word will often break links that have been formed for years; even old patients will drop you when they get ready with less regret and less ceremony than you would a solicitor or your office boy. Many patients who would swear by you this month will curse you next, perhaps charge you have crippled them, done something equally horrible, or otherwise maltreated them.

A good rule to follow is to attend your patients when, and only when, you think they need your attention, whether once a day or once a week, never any more without pointing out to them the necessity of it. Regardless of how frequently the patient calls at your office or you visit him at his home, always maintain a strictly professional attitude, avoid digressing from the patient; unless you do so he will certainly lose confidence in you, after which you are apt to be sheared of your professional influence. With most people excessive attention and numerous visits are rarely appreciated. If you can get the reputation of not paying any but necessary visits it will be a special feature in your favor and will almost double your practice.

To be over-attentive in paying visits when no suf-

CHIROPRACTOR, KNOW THYSELF

ficient reason is apparent or to be too deferential and over-assiduous to those who think themselves extra-good patients is dangerous; for as soon as one imagines he is the best patient you have, or that you are cultivating him unnecessarily, he will surely undervalue you and he is very apt to quit you.

When attending your patients banish all else from your mind but the case before you, and if the conversation digresses to other subjects shift it back to your patient as soon as possible. Economy of time requires it, besides, it is for that you are employed. Both patient and his friends will naturally be more anxious to know what you think of the case and to receive information for their benefit than to hear of anything else; and no matter who is present make the patient, whether old or young, the main subject, and keep your mind, your thoughts and your conversation on him and his case.

When you visit your patients you must learn to judge correctly the proper time to terminate your visit or cease attending your cases. People observe and often criticize a doctor's course and if he seems over-attentive they are apt to believe he is nursing the case and creating a large bill unnecessarily. For this reason you should be especially careful never to over-visit those with uncomplicated or trifling complaints. Sometimes it is an extremely delicate point to decide whether a patient needs another visit or not, and how soon. In some cases, however, some well-to-do people form an exception to this rule. They may insist on your visiting them frequently, almost living at their

CHIROPRACTOR, KNOW THYSELF

house during illness regardless of the additional expense. Of course, you should gratify them, but you must at the very beginning inform the one who will have to pay the bill of the reason and the extra expense it entails and get his approval.

When you visit a patient always let him know when you will visit him again; it will not only satisfy him but it will also prevent all uncertainties. Also make it your business to remember well all that is said or done at each of your visits, so that all you say or do throughout the case may be consistent. Display neither lack of memory nor want of interest. If you are absent-minded and forgetful it will be noticed instantly. The patient and his friends will think you either felt little interest or have a dangerous lack of memory.

In visiting patients never let them know you have just come from a contagious case such as diphtheria, scarlet fever, smallpox, infantile paralysis, etc., or that you are even attending any so-called contagious disease, or you will be blamed with whatever cases occur among those you tell. If there is such an epidemic that you must tell somebody, tell the health authorities because the law requires it for the general good. When you visit such cases disinfect your clothes by walking in the open air, wash or take a warm bath according to apparent need.

Do not run in to visit patients unnecessarily. If you do and charge for it, you will be criticized and your bill will be disputed. But after a patient convalesces, or when it is not necessary to attend him any more,

then if you are in the neighborhood and call to inquire how he is getting along and not charge him it will not only give you the desired information, but will impress everybody with a grateful sense of your interest in the case. Always remember earnestness and interest shown in your cases are master qualities. They inspire both confidence and faith and are often actually accepted in lieu of skill. If you are imbued with genuine interest towards your patients you are sure to profit in many ways.

One of the greatest drawbacks is that many doctors do not inspire complete confidence. Patients neither entrust the doctor with secrets of their ailments and wickedness, nor employ them in afflictions that create hesitation and shame. If you are deficient in this, you should improve as soon as possible, make your address and manners such that patients will not hesitate to impart to you their secrets. You should never ask questions without basis, but be careful in every inquiry necessary to learn all the facts and to satisfy everybody, showing that you are taking genuine interest; if you neglect this you will risk error and loss of confidence.

Flexibility of manner, quick discernment, self-command, and the art of keeping faith, hope and confidence alive in the bosom of your patients and his friends are great essentials. A cheerful, easy, soothing manner is a power that will nearly always infuse quietness and confidence in your patient's mind. On the contrary, a cheerless, cold manner towards patients, an isolation of one's self from them socially and

failure to recognize would-be friends on the street or elsewhere, destroys all warmth towards a doctor and usually causes the possessor to fail to inspire faith, and no doctor who cannot in some way create confidence in himself can succeed.

The pioneering work, in spite of errors of judgment along the way, has been scientifically well done. However, that day is gone. Now it is of paramount importance for every individual practitioner to balance himself socially as well as professionally, if we are to receive and retain the public acclaim and approval to which we are justly entitled. Perhaps "you" have mastered fifty or eighty percent of the scientific; if so, what is the rest? "Know thyself" is the key that unlocks the second professional gate to success.

Chiropractic is a dignified calling; make it no less so by your embracing it. It is not a painful, morose, or gloomy profession, but a cheerful, bright one. You will be able to relieve pain where everything else has failed, you will re-establish normality to some poor wretches and relieve others in body and mind; and it will not be very long before you will fully realize the great good your profession enables you to do. That will naturally make you feel happy and satisfied with yourself and with your life-work, and of course will make you cheerful and contented.

In view of this and many other facts, it is absolutely necessary for you to adapt yourself to the ever-changing faces of your practice. Every patient you meet will have a different way of explaining the same thing. The white and the black, the rich and the poor,

CHIROPRACTOR, KNOW THYSELF

the hod-carrier, the outlaw, the beer-seller, the courtesan, the clergyman, the swaggering rowdy, the lady in her boudoir, the reprobate, the aged and the young, will all be represented in your practice and all should find in you his ideal. Discipline yourself by self-examination whenever you have conducted yourself unsatisfactorily. This will teach you to conceal or eradicate your faults and defects and to give prominence to your good qualities. The power of impressing those you meet with a favorable opinion of your adaptation to your calling is a very important advantage.

Strictly avoid every peculiarity of manner. School yourself till you prevent your thoughts from showing in your countenance, or anything calculated to excite either ridicule or contempt. Do nothing that will belittle yourself or your profession, because if you are diffident, shame-faced, deficient in professional tact, or lacking in aggressiveness you will never prosper until the deficiencies are overcome. Cultivate a professional manner and spirit, and bear ever in mind that man is something more than tissue and bones. Public opinion is the creator, the source of all reputation, whether good or bad. A good reputation is a large, a very large, part of a doctor's capital.

CHAPTER X

STUDY TO BE inventive in expedients. Never allow or confess that you are hopelessly puzzled about a case, or have reached the limit of your resources. Above all, discipline your features and your manners so that the ill, nervous patient cannot detect in your unfavorable reflections about themselves what you wish to conceal. Patients will consult you who have been sick for a long time and who have been kept in terror and anxiety for months and years by the trick or error of some doctor who had pronounced them incurable, when, in fact, they respond very nicely under Chiropractic adjustments and before very long all the signs and symptoms disappear.

Some greedy, hyena-like doctor will implant terror in a patient's mind by pronouncing him incurable. No wonder the minds of some patients are disillusioned. They are informed that they are consumptives and, of course, the patient gives up all hope because he knows phthisis is humanity's greatest destroyer. While you should never be too sanguine of a patient's recovery from a serious illness, at the same time you should never give one up to die, unless dissolution is actually in progress. Even after he is unable to swallow a drink of water, continue your adjustments heroically until he is either better or his breath is out of his body. Never withdraw from a case because the patient is very ill, for nature by a crisis, or compensatory process, or vicarious functions may change things com-

CHIROPRACTOR, KNOW THYSELF

pletely and let the life power rally and gain control over the disease at the last moment. Had you given up, you would be disgraced, while some other doctor or an old granny who stepped in would get all the glory.

In acute or obscure cases in the initial stages, be cautious in expressing any positive or unguarded opinion; but in cases where you are sure and you can safely do so, give a frank analysis or prognosis expressing your full opinion. Never bind yourself too quickly or too closely when you prognosticate the duration of a patient's case. Remember that contrary to popular belief the art of diagnosis or analysis does not enable you or any one else to diagnosticate even the contagious, eruptive cases positively till their local manifestations appear. For this reason you should be doubly cautious, because whatever you say or do at the beginning is as a rule accepted; it is only when you change your diagnosis to greater gravity that discontent arises.

Chiropractically the naming of a disease has no significance; yet according to popular belief you will find it necessary to hang a label on it. When you do so, do not lump everything and become a mere routinist, but develop the habit of stating your views clearly and candidly. This will compel you to analyze closely and discipline your judgment and force you to study your cases and formulate opinions instead of lumping everything.

Never pronounce any one's sickness trifling. I know of a case where a doctor was called to a patient's bedside and the patient's sister asked the doctor what was

the matter with her. The doctor answered: "Oh, there is nothing the matter with her." The sister haughtily replied, "I thought so."

Never make fun of people sending for you. Indeed, you should never joke, talk frivolously, or laugh about your patients or their illness either in their presence or elsewhere, and never taunt them about the nature of their sickness. Some people will laugh off such sarcasm while secretly feeling hurt and resolve never to have you again. Another reason is, trifling ailments sometimes become serious, and their becoming so through loss of time or neglect is apt to blame the joker for life.

Practice to be quick and ever-ready in diagnosing the ordinary cases that will constitute nine-tenths of your practice. Never fire at random, for everyone likes to believe the doctor is attending him by a regular plan rather than shooting in the dark. After you make your thorough examination and all the symptoms are outlined, be prepared to answer the inevitable question, "Doctor, what is the matter with me?" If the case is not perfectly clear to you, do not hesitate to say, "I am not sure yet," or "I am not entirely certain." Of course, you must not stop there, you must tell the patient what is clear to you, and that certain definite things which are wrong from the examination have bearing on his condition. People know that the doctor is not superhuman and the human body is such a complex thing that it is best to admit you do not know some things than to pretend and be caught.

After you practice a few years you will be clinically

familiar with the more common afflictions that are sure to confront you, and you will know how to shape your judgment in giving a more correct prognosis in your cases far better than your juniors. And if you continue to increase your ability to foresee the probable degree and duration of grave cases and to give, concerning them, truer opinions from the beginning, and point out cases that are dubious or are likely to prove slow and tedious, you will save yourself from much anxiety and blame, and at the same time advance your reputation.

Continue to study and understand human nature, so that you can correctly measure the peculiarities and disposition of your patients. Some will differ greatly in the amount of complaint they make in detailing their symptoms to you. Others are naturally apathetic and stoical, erroneously fearing that a fuller statement of their symptoms would alarm their friends or that it would cause you to think their conditions too serious and that they might have to take many adjustments so they minimize their condition to such a degree that they will die almost without giving a sign. Others again, of neurasthenic and hysterical temperament, fearing you may not consider them as sick as they think they are will magnify every symptom and every ill.

Now, if you can in every case make full use of your experience and avail yourself of every aid offered to you by the teachings of our science, you will be able to penetrate each patient's mind and guide yourself accordingly, and before you are approached to know

whether the case is dangerous or will be of long duration you must frankly go over your mental processes with the patient and choose your language and give only answers of indefinite limitations, sometimes perhaps like this: "From my examination, I know definite things which are abnormal. These, I can definitely say, have a bearing on your condition and must be corrected. Besides, there is every reason to believe that there is an obscure cause of your symptoms which has not made itself evident in the examination. However, I think that the findings already made and definitely known to exist probably account for all your trouble," etc.

This will give you the basis of action till you see whether any new symptoms will develop or not, or whether there will be an immediate reaction from your adjustments. During and after this procedure be very careful to control your actions and your manners so that people may not read your uncertainties and surprises and lose faith in you or entirely replace you. The advance of scientific observation should constantly teach you to distinguish more clearly between the multitude of simple self-limited cases daily met with and the few that threaten a fatal issue.

The proper application of adjustments instead of shooting in the dark is a leading characteristic of a good Chiropractor. If there is a Chiropractor anywhere who has not seen Chiropractic restore health and prolong life, who does not believe in his power to benefit by adjustments, not some, but most of the twenty-three hundred of so-called diseases and modes

of decay to which mankind is subject, he should at once and forever, for conscience sake and for the sake of the suffering, take down his shingle and no longer pretend to practice.

Your success will depend a great deal on your ability to judge a patient's endurance and prospect of recovery. Your experience will teach you that life is a different quantity in different people. You will sometimes have patients who will surprise you by their having a great deal more than the average tenacity of life, and others by having a great deal less than average. In order to enable you to prognosticate more correctly the endurance power of every patient, you must study the average human standard.

In order to give the reader a more clear conception of what we mean by the average human standard we might compare it in a table like this: Let 0 represent normality, 6 represent death, then we have 1, 2, 3, 4, and 5 representing different degrees of endurance in illness; three representing the average of human endurance power. Now, if we take the above six figures to represent the various degrees of mankind's ability to endure sickness and injury, there would be fewer unanswerable questions and the doctor would seldom, if ever, be reproached for unpredicted terminations. Some patients will actually succumb and die like flies if the first degree is passed, others if the second is reached, others again can endure to the third, fourth and so on, while others will show tenacity enough to recover after touching the fifth or sixth degree.

CHIROPRACTOR, KNOW THYSELF

The more you study the above classes the more you will realize why a Chiropractor should make skill in attending the sick his chief reliance, in order to succeed in the practice of his profession and create for himself a sphere of usefulness in the world. A doctor's practice, however, has a peculiar and complex environment. In spite of your best endeavors you will often be criticized and upbraided for your lack of foresight regardless of recovery or death of patients.

Another popular belief is that healthy, stout people endure diseases, accidents, or operations better than weaker, complaining people. This, of course, is another erroneous idea. The fact is, the latter are schooled to pain and organic disfunction, and when they have to endure painful afflictions they are not very far from their usual condition as the former, and have not so much strength to be perverted into morbid action and are as a rule much more favorable patients.

The laity generally expect the doctor to examine the patient at his first visit. No matter what your case is, be sure to do this. Not only will it satisfy the patient but will enable you to know whenever symptoms make it possible that heart trouble, carcinoma, Bright's disease, tumor, aneurism, uremia or anything else exists, which if overlooked, might disgrace you if discovered by some one else. You should always make a thorough examination, and when truth will allow let your diagnosis either include the patient's belief or fully nullify it.

Every time you visit a patient do not neglect to inquire about his appetite, his sleep, bowels and other

evident or special duties at every visit. In so doing be guarded against asking private questions before people not in the patient's confidence, unless they are clearly entitled to hear them. Be doubly cautious in this respect when your patient is a female; in which case request all persons to leave the room before asking delicate questions, such as menstruation, lactation, pregnancy, constipation, endometritis, marriage, etc. You will find in your examinations that one out of every five patients firmly believes he has either heart disease, diabetes, tumor, cancer, consumption or some other terrible affliction. You will also find that the management of those who have any such disease is one of the most delicate problems in practice.

Many people are now living in great anxiety as though the sword of Damocles were suspended over their heads because they were told that some organ is affected and that an immediate operation is necessary. When your opinion in such cases is invoked, do not examine them at all unless you have time to do so thoroughly, for your opinion may influence their entire future. If anything is overlooked you may induce a neglect of proper care till the patient is beyond help.

You will attend many young women who are carrying the abdominal scar of some surgeon's knife for shortening the ligaments of a supposed prolapsed uterus. Heaven only knows how many more young women in our land are now tormented with "womb trouble" which has no existence except in some Judas-like doctor's imagination. If there is a wretch meaner than all others on God's footstool, he must be the doc-

tor who, void of moral sense, would exaggerate his opinion and terrify the sick simply for dollars and cents. If these young women had never had their minds fixed on womb complaints they would have lived a lifetime without ever thinking of having a womb.

When your examination proves that in the case before you such a condition does not exist, it is your highest duty to give such explanation and assurance as will fully banish all fear from your patient's mind. It is torment enough for those who really have constitutional afflictions to go through life filled with fears and phobias for the future without adding spurious cases. Never say anything which will unnecessarily fix the mind of a patient on terrifying afflictions. If you do, you will surely cause unreasonable, cruel fear and distress in the minds of those you examine.

By explaining the difference between temporary ailments and those of permanent organic affliction, you will give many a patient perpetual happiness in exchange for constant nightmare. When a man is told he has a certain ailment, he finds many ways to confirm or refute the doctor's opinion, but when a young woman is told she is suffering with a morbid disease, an ovarian cyst or endocervicitis with her it is such a mysterious subject, and whether correctly or incorrectly, it is exactly similar with her fears. This, of course, is an ominous jargon to her; shrinking from both the expense and the exposure to be endured if she were to consult another doctor, she usually submits to an operation or to the monetary exactions of the doctor who has made the examination.

CHIROPRACTOR, KNOW THYSELF

You should learn to distinguish cases which require the administration of heroic adjustments and cases which do not, so that you can handle them accordingly, for when you begin to recognize those that need an ounce of policy and a pound of adjustment, and those that need an ounce of adjustment and a pound of policy, you will enter the road of wisdom. In some cases you can say to the average patient, "You are weak and need building up," and you will notice instantly you have struck the keynote. This idea will impress many of the patients and they will want you to attend them. There are patients who are filled with the belief that they are debilitated and others with treacherous stomachs; the dyspeptics, the fastidious, the hypochondriacs and others who lack the grain of wisdom and some who are fond of your attention and not your adjustments. It will be a very great error to give all the above classes severe adjustments from the start, because if they are afraid, the fear will actually do much to thwart even the good effects of your adjustments. It requires a great deal of clever management to win some patients' confidence and will power.

You should also cultivate the ability to please and retain those who employ you in case of emergency. To do this you must feel and express genuine interest in the case and in the effects of your adjustments. Try to give satisfaction and show that you are anxious to relieve both mind and body, and if you wear a cheerful mien it will be success to you and sunshine to the patient and you will not, cannot, fail to succeed in your ambition to get practice. Never appear rough or show

other out-of-place practices, such as chewing, smoking, skylarking, squirting tobacco juice around or have your breath reeking with the odor of cigarettes, alcohol or dead beer. All such things invite criticism, show weakness, detract from your dignity, diminish your lustre, create revulsion towards you and lessen you in public esteem, by forcing on the public the conclusion that you are, after all, but an ordinary person. You may be successful in spite of these things, but usually they tend decidedly to decrease it. By all means keep yourself and your office clean. If you want patients to come back for more adjustments, remove anything that might repel them.

Vulgar jokes, frivolous conduct, undue familiarity, great levity, are unprofessional and breed contempt and scandal. If you make yourself prominent in them, sooner or later they are apt to recoil on your head. Preserve a proper degree of dignity and gravity on all occasions. Give every one his proper title and expect the same in return. You must even try to discourage the greeting, "Hello, Doc." Of course, you should not condemn good-natured pleasantry. When manly and within bounds, it is often appreciated and sometimes serves as a tonic to a patient's drooping spirit. When any one passes the limit of propriety in any way with you, you should not fail to discourage immediately such attempts. Anything which will not conform with your dignity will be quoted as evidence that you are without dignity and lack self-respect.

On the other hand, do not get insulted at the infirmities and follies of the sick and silly persons' say-

ings. It is best to bear with the rude treatment you will occasionally receive from neurasthenic, ill-balanced, peevish, hysterical patients, unless you believe it is deliberately intended as such. Sometimes it will be a trying ordeal when you jar against malicious meddlers and scandal-mongers who will lie in ambush for you and must be checkmated by the most efficient and available means. To judge what to do under such conditions is a great puzzle.

Indeed, you will often encounter patients or their wiseacre friends who will challenge you to controversy, and presume to discuss your analysis, diagnosis, prognosis, or the method of adjustments with you. Do not allow such sick-room critics present; if you do, they will either impair or destroy your usefulness. Consciousness of being under criticism will at any rate lessen your ability. Most of these people are as full of theories, doubts, and beliefs as a bottle is full of vinegar, foreknowing and prejudging everything you do, often thwarting every effort. When you are harassed by such meddlers you will be compelled to resort to various expedients to foil or satisfy them and avoid collision with them and their whims and prejudices. The best thing to do is to exclude them from the sick-room. In doing so manage it so as to engender no enmities.

Endeavor to acquire expertness in answering their questions. This you must do good-naturedly and without yielding or compromising your dignity or authority. You should be open-minded and frank in giving credit to any good idea, no matter by whom advanced. Listen patiently to all sensible propositions; you will

find some people often talk excellent sense about symptoms they have noticed. If you think they seem meritorious, harmonize with them for their moral support if nothing more. Never captiously oppose a suggestion or reject a harmless domestic remedy. Some patients will use them anyway. You might as well humor their whims and sanction the use of harmless articles such as flaxseed tea, onion poultices, saffron tea, etc. If, however, special danger exists, let it be known why it is contraindicated and your opinion in rejecting arises from conviction and not from superciliousness.

Be very fair and urbane in all such matters. You will often run into difficulties. Some old granny, for instance, will jar you with her infallible potion, good for anything from ingrowing toenails to phalacrosis. You will find her so full of faith in herself and her potion that neither reason nor ridicule can budge it. While the wishes, errors, and prejudices of peculiar patients must be studied and to a certain extent respected, yet if you indiscriminately accede to their wishes or take them into confidence, you will make a great mistake. You will fill them full of conceit; they will think they are teaching you something and that they are as good as you are and know as much. The conciliation of captious, anxious, impatient or dissatisfied friends of the sick, when sickness is not progressing satisfactorily, naturally requires great skill and profound study of human nature.

You should be very careful not to irritate, banter or abandon people who are trying pharmacotherapeu-

tics, lest from antagonizing them by forcefully cramming your theories into them you drive them into the isms and pathies permanently. Do not combat them too fiercely even if they contend that some nonsense had saved their lives, or that melons grow in mid-Pacific ocean. Such hostility would result in nothing good except bring them into notice. With conceited and foolish people, pride of opinion and determination not to be browbeaten into recantation are unfortunate impulses to arouse.

With such people, and with every Chiropractic hater that falls into your hands, you had better try to inspire more faith. You can more easily convince and impress a cavilling person of a Chiropractic fact that militates against his wish or belief by showing to him in the books or charts, that disfunction of an organ is usually the result of an impingement of a nerve trunk which enervates that organ, than by a hundred verbal statements.

CHAPTER XI

THE BUILDING of a successful practice depends wholly upon your preparedness, ambition, courage, determination and thirst for more knowledge. There are many ways of doing the same thing and sometimes the simplest are the best. There is no hard-and-fast rule for building a practice, for the simple reason that no two communities, towns or states are exactly alike. Many seem to think that several avenues are open: church, membership in fraternal organizations, society meetings, politics, clubs, advertising, etc. All of these may provide methods of meeting people, of making acquaintances and friends, but it will be unwise to take too active hand in them. You should attend meetings, meet new people, let them know who you are in the simplest way possible, exchange cards, etc., but do not, unless asked, indulge in verbal advertising, either of yourself or your profession.

One of the reasons why we are sometimes underestimated is because we join these organizations unprepared financially and otherwise. Do not join any organization unless you are known only as a man of science. Unfortunately some are practicing Chiropractic and doing something else at the same time. Avoid double callings as much as possible; in fact, divorce Chiropractic from everything else, not only from vocations that are far beneath the dignity of a doctor, but also singing, baseball, poetry, concerts, giving public readings, etc., besides the public cannot appreciate

CHIROPRACTOR, KNOW THYSELF

you or any one else in two dissimilar characters. All such functions seem to impede one's progress, and usually create a low-grade reputation that is hard to outlive. Hesitate to take any such offices in a section where you expect to practice in the future. To many people all such offices look somewhat like confession of inferiority, and create an impression that is not overcome for years.

You will find that patients gained from societies, church, politics or other special groups, because they are affiliated with you rather than through appreciation of your merits as a Chiropractor, are neither profitable nor very constant. If you have any merit at all private practice industriously followed will lead by better paths to speedier success, because attending patients secured promiscuously from every part of the city because they have faith in you will in time pay you better than attending to church, politics, clubs, etc. You will make ten friends and ten dollars by Chiropractic while you are making one from these societies, besides escaping many anxious hours and bitter disappointments.

Politics may not be bad for a retired drugless doctor who can give it the time and the intelligent attention necessary, or an established practitioner after his reputation is already extensive; it militates against him but does not entirely ruin him. Do not go into politics unless you are prepared to give it a fair amount of time almost without compensation. You must be prepared to take orders and execute them. There is more real work in politics than the average person

CHIROPRACTOR, KNOW THYSELF

realizes; you will at least be asked to "poli your precinct." This means giving up most of your days and all of your evenings for a time, convincing voters, asking questions, giving answers, ringing doorbells, exercising diplomacy, etc.

Delving in politics, especially during a doctor's early professional career, even when honorably pursued is ruinous to his prospects. If honorable politics injure thus, how much bold demagogism and wirepulling at elections will do. If, however, the doctor retires from active practice and does not depend on patients for a living—for, after all, he must attend his political friends gratis—he will have time to give his organization his whole service either entirely without pay or for a very small sum. He will have to do many things, such as being pollbook holder, watcher, challenger, driving his car and working hard for his party.

If such a senior retired Chiropractor, who has or should have the support of the entire profession, wishes to go into politics, after a time he will be in a position to demand and receive some consideration from his party. When some antagonistic interests are trying to get through some special legislation at the state capital, such as "Basic Science Bill," it helps a great deal to be able to go to his district leaders and make a complaint over it; or when he tells or writes to the state senator or representative that he is against this, because it aims to put out of business one of the best workers in the party, that means more than a dozen mass meetings.

Whenever an eminent member of our profession

CHIROPRACTOR, KNOW THYSELF

wishes to pursue honorable politics and for the good of Chiropractic, every principle of honor and duty compels you to lend him your support. You should naturally be well informed in matters pertaining to your profession, whether of political, social or scientific nature. To do this fully you should attend and take part in political or scientific debates whenever you have anything to offer, whether gleaned from literature or from the great field of experience. In spite of ethics you will see much to condemn within the profession. If you are ever compelled to attack any one's conduct, do it boldly, or at least never do it in whispers; anonymous and covert attacks are cowardly.

Remember that ethical duties and legal restraints are as binding in the field of politics as they are in the professional field, for ethics and parliamentary law both rest upon abstract principles and govern both fields alike. There, as elsewhere, is nothing infallible; especially a doctor must school himself to overcome his prejudices and be open to conviction. Bear in mind that professional battles, no matter how sharp, are usually conducted by persons of discretion within the bounds of parliamentary decorum, and without the violation of the ordinary rules of good breeding. Those who can brook no opinion that does not harmonize with their own are usually hot-headed, indiscreet, rash and very unsafe guides in professional or any other matters.

In speaking, you will be more esteemed by the doctors who are listening if you take care neither to abandon your professional vocabulary for the vernacular

CHIROPRACTOR, KNOW THYSELF

nor let your professional manner degenerate. If you have anything to say, say it in a careful, methodical manner—then sit down. But always remember, when you have nothing worth offering silence should be your law; do not break it. Friction of ideas in amicable discussion liberalizes and enlarges the scope of the contestants and acts as leaven to the entire profession.

Do not hold yourself aloof from the profession. It is wrong, very wrong, for a Chiropractor to be so immersed in his immediate duties as to forget his responsibilities towards the profession. It is true the practice of Chiropractic isolates them, one from another, much more than might be supposed, although fellow workers in the profession, Chiropractors often pass and re-pass each other without a look or a nod, though sometimes well known to each other by sight or reputation, and although acquaintanceship would be mutually agreeable and beneficial, they must remain as strangers for years unless accident brings them together.

It is truly pathetic for so many practitioners to remain entirely apathetic in Chiropractic matters. They neither attend meetings nor join any association, mostly on the plea that we are hopelessly disorganized, or that a prominent schoolman is a willing doer of evil, and as long as "he" does not convert himself to a professional Chesterfield, or take the polish and value of refined gold they will have nothing to do with associations. From all facts available we can only deduce the following axiom: No profession on earth has ever enjoyed esoteric or exoteric perfect harmony; and of course nature is not making an exception of

Chiropractic. Besides Chiropractic societies are neither a specific for all personal deficiencies nor a panacea for all our professional ills, and as long as things remain as they are, many professional acts are bound to be the subject of obstinate dispute, every new announcement is apt to bring the profession into collision, asserting and denying.

Independently of all other considerations, organization does good both to the profession and to the individual. Join your association, and identify yourself in all professional matters, at assemblages of alumni, conventions, and all other professional gatherings. Nowhere else can you study the styles of different doctors, and learn the secrets of each one's success or failure so fully as at such meetings. Such gatherings serve as an intellectual and social exchange, where one may get new combinations of ideas and fresh streams of knowledge; there you can estimate the influence of many indefinable excellences in some, and discover and learn the imperfections in others.

If you are located in or near educational centers where you can attend such meetings, you are fortunate above the average. Besides the individual benefits obtained by the members of the society, a genuine professional spirit is generated. There rivalries, controversies, and dissensions can be softened if not entirely obliterated, and professional friendship cultivated. There, you can meet your professional neighbor on common ground, and experiences and opinions can be compared by face-to-face discussion. There, each contributes to the instruction and intellectual recrea-

tion of the others. There, you can measure the height and depth of your professional contemporaries, and compare the difference between athletes and pigmies, between giants and dwarfs, between the most eminent and the less fortunate, and in many other respects learn effectually to separate the chaff from the wheat.

Besides the above-mentioned advantages you derive from your meetings, your united support gives the association an important source of power in legislative matters. When the time comes for legislative sessions it is your association that prepares for the fray. Associations manned by competent Chiropractors familiar with local conditions in their own state and with the added strength of the national association will do their best to obtain fair and suitable laws. Many prominent members and many Chiropractic journals are continually sounding the urgent plea for unity in the ranks. However, in spite of all warnings, the actual number of organization members in various states ranges from forty to fifty percent of the total number.

Despite the esoteric, the individual practitioner should be awake to his responsibilities, and work toward keeping unity in the ranks. It is not enough to graduate, and go out in the field and wrap himself in his practice. If every doctor did that, the whole profession would be orphanized and unfair legislation would be rampant. Many successful doctors have been practicing for over fifteen years, who never took an active interest in Chiropractic affairs, and they have eventually ostracized themselves. Joining your asso-

ciation is one of the most important duties to your science; you are regarded as one of the links of the great chain. While it is true, the building up of your practice is and always will be your most important task, yet you owe it to your profession to help organize it and make it stronger. The more powerful Chiropractic is the more *éclat* it gives you. Join your association in the name of Unity, Stability, and Progress.

Never oppose the admission of any one into your society membership for personal reasons, or for any cause other than unfitness or ineligibility to receive the benefits and honors membership confers, because our societies exist primarily for the benefit of Chiropractic for all Chiropractors and for the good of mankind; and it would be unjust to interpose an objection or to cast a black-ball against any one, on purely personal grounds. Chiropractic societies are pedagogic and for the advancement of doctors chiefly for scientific purpose, and should be within reach of every worthy Chiropractor. If a doctor does not keep up his studies, what he formerly acquired will rapidly become hazy and glide from him in three or four years.

Association meetings and Chiropractic conventions are a great source of valuable information. Because, if we do not keep abreast with the times the details of cases and the symptoms of many abnormalities fade out of one's memory, and the mind does not bring them back in detail of parallel cases, or of cases for comparison after several years have elapsed unless they are extraordinary or extremely uncommon. You should also purchase as many Chiropractic books as

you can, and subscribe to as many Chiropractic journals as you can read and can afford to buy. Read them carefully so as to keep informed, but be careful, neither swear at nor by all you see in them, because some may exist for the purpose of advertising either their owner or his goods.

Do not be biased too strongly or too quickly in favor of new or unsettled theories especially based on isms and pathies. Although Chiropractic is an ever-growing science, if you abandon the first principle your usefulness as a Chiropractor will almost surely diminish. Your most useful studies as a practitioner will be your Chiropractic philosophy and the art of adjusting subluxated vertebrae. Take care that salesmen and book-agents do not induce you by their fluency to buy things or subscribe for works you have but little use for.

You will also be continually solicited by many persons, from the young thing who calls at your office to sell you a subscription to some newspaper or magazine to help her through college, or sell you some pick-me-up trinket because her poor mother has been ill for so long, and the never-failing salesman who pesters you with his life insurance and cemetery lots. Of course a doctor is expected to extend professional courtesy to all, but you should politely decline to fall for their polished lingo or their misfortune, by telling them in a few words that you have all the insurance you care to have, or you are doing enough charity right in your own office, etc.

Pachyderms, hypochondriacs, and various other

kinds of bores will sometimes tax your patience and ingenuity when you have no time to spare and yet you are indisposed to be rude. If you are greatly annoyed tell them as they come in that you are very busy just now or time is very precious with you, then they cannot deem you uncivil, and they will be brief. But if they are unusually pachydermatous you will then freeze them out by chilling coldness in their reception. Remember, tact and nice discernment in establishing and maintaining a proper attitude in your office is the greatest fortress you could possess.

Being honorable certainly is not too far from attainment for an honorable doctor. Shrewdness in detecting and expertness in escaping the various kinds of scandals and calumnies is a sure proof of education and of the cultivation to a great degree, also does ability to foresee and escape entanglements with the captious, the silly, the bad, the fraudulent and the tattlers. Never allow imprudent patients to go about over-praising you and speaking of you as a pet. Inopportune or inordinate praise, no matter from whom, is apt to convey damaging impressions and arouse a corresponding dislike on the part of those who deem the praise misplaced or extravagant. Such inordinate praise will almost surely react against you, and might arouse unfriendliness or even jealousy on the part of husbands, lovers, or others. Some perfectly pure doctors have actually had to cease attending in families where jealousy existed to prevent domestic conflict.

Always take the precaution and refuse to be confidential with the good, the bad, and the stupid, the

curious or the prying mischief-makers. If you must answer their questions do so openly and not in confidential whispers. Be ever on your guard for this danger, because some people, indeed whole families, almost idolize you as long as you are lucky and have neither unfortunate cases nor deaths in their families, but will turn maliciously and rudely against you as soon as either occurs. In bad cases and in such as engender great public excitement, if you indulge in semi-confidential whispers, it will often give rise to misrepresentation or even to total perversion of what you really did say or mean. If you say nothing, you will have nothing to unsay, and no one ever got into trouble by not talking. If necessary to prevent misconstruction give your opinion openly to proper persons.

You have no right, either legal or moral, to expose the nature of a patient's disease, even if he fails to pay your fee. If you allow yourself to fall into the habit of speaking too freely of your patients' afflictions or submit to be indiscriminately interviewed concerning their cases, your very silence will often betray them. Put your professional secrets under lock and key. There is nothing so mortifying or hurtful to the feelings of patients as to hear that the details of their cases are being whispered and retailed about as coming from the doctor or those he has told.

When a sick person puts himself under your care he places upon you certain responsible duties to perform, among them are say nothing, see nothing and hear nothing. The credit of whole families and the

character of its individual members will sometimes be at stake, and unless you shut your eyes and do not see too much, also your mouth and do not say too much, it may ruin them and involve you. You have no right to tell the affairs of your patients to any one without their consent, no matter how remote the time. If patients wish their secrets told, let them do the telling. Do not even let your wife, your office nurse or any one else know your professional secrets or private details of your cases even though they are not secrets.

Above all else, seal your lips to the fact that patients have or ever had venereal diseases, leucorrhea, private operations, abortion had taken place, or any one takes opiates, anodynes, paregorics, liquor, or has this, that or the other bad habit.

Observe reticence at your visits, and do not mention the private affairs to anybody, not even to the attending nurse, because you will be allowed to see people in a very different light from that in which other people view them. This is a fact that a young doctor might not observe without having his attention called to it. It is, that the community see one another with a veil over their physical and moral afflictions, their blasted hopes and the sorrows that spring out of love and hatred, their crimes and their poverty, their jealousies, solitudes and vexations; you will see their deficiencies, debilities and deformities with the veil lifted, and become the repository of all kinds of physical and moral secrets. Many persons often exert a malign influence, and tell tales or circulate false-

hoods about doctors that must be noticed and thwarted according to the necessities of the case.

When you find it necessary to expose any one, be careful not to denounce him with too much violence. Preface what you say by explaining you feel an earnest desire to have them do right for everybody's sake and confine your condemnation strictly to the impersonal abstract object, showing that you speak your real sentiments from conscientious devotion to the truth. By remarking thus you will completely disarm resentment, and they will take all you say in good part; and if you avoid appearing anxious to excite hostility against the person in question your reasoning will have a great deal more weight with those you address and with the community. A good way — the only way — is, never to allow a bad environment to grow up around you, because if you do, neither untiring study nor unselfish devotion as a humanitarian can lift you above the irreparable damage which may result.

CHAPTER XII

WE SPOKE OF the various avenues for building your practice. This subject deserves further mention. You must not rely too strongly on social influence for building practice. You may be a social lion and a great favorite while all are well, but when sickness comes and death hovers over the sick one, the impulses of friendship are swept aside and do not influence the choice of a doctor. Some patients will invite you to their homes for dinner and offer you drinks. It is the rule rather than the exception for some people to wish to see the doctor "cracked." They just love to see how you act when you are "pie-eyed." Stear clear from such functions. There is nothing that will destroy your dignity and diminish your lustre more than for you to be seen in that condition, and it is a sure way to lose such patients socially and professionally.

It will be of immense advantage to your reputation if it is known that you never drink. Drunkenness may be tolerated in a doctor who is fully established in practice, or his pecuniary and social position is such that he can well afford it; but it is fatal to the prospects of a beginner. An excellent course to follow is, to avoid intoxicating drinks yourself, and let others do as they like. Making yourself prominent for or against prohibition is another thing you should avoid. Pushing matters of a partisan nature is not your function; and you cannot become prominent in them without exciting rancorous enemies. Urging temperance,

CHIROPRACTOR, KNOW THYSELF

or being a member of a secret or beneficent society will not aid much in the acquirement of desirable business. You better leave such matters to the laity.

It is best to let your profession be prominent in your mind. Indeed, the best practice you can have is the quiet family practice that will attract by faithful endeavors to do your best for all who apply to you for professional services. Faith in a doctor is the controlling lever and the professional confidence center. Persons terrified at the possibility of losing the providing husband, beloved wife, dutiful son, blooming daughter, darling baby, or honorable grandparent, as the case may be, instinctively summon the doctor in whose skill they have the most confidence. They pass the young or new beginner in the community about whom they know too little, past the one whose nerves require much stimulation about whom they know too much, past the fickle, the gay, the sentimental and the unchaste, past all whose unprofessional deportment proves them to be either unsuited or unripe to a stewardship so solemn, so weighty, so precious, as that of a family doctor, past all, till they reach the one in whom they have faith. Those who select you and send for you because they prefer you to all others, will be your best patients.

Right here we wish to impress a caution. The reason why so many truly scientific aspirants fail in practice is that their manner and acquirements do not appeal to the female mind. The females of every family have a potent voice in selecting their doctor, and no one can succeed fully without the favorable

opinion of the matrons and maids he meets in the office or in the sick-room. It is best in a family group to discover who is the ruling spirit and secure their faith and keep them satisfied with you and your services. As a rule it is best to lend attention to the conversation chiefly to the husband rather than the wife. Give your opinions and explanations to him, or whoever is at the head of those you meet, whether in your office, in the sick-room or elsewhere, and to all others pay only the respect that civility requires. If you neglect to do this, sensitive people will feel ignored, and may get dissatisfied and create disharmony.

Never fail to give nurses and other attendants credit on proper occasions. Tact and nice discernment towards nurses and other attendants in the sick-room is a valuable gift that will many times avoid or counteract possible machinations. To give attendants praise for faithfulness is not only just and gratifying to them, but makes firm friends of them and encourages them to do their best. Another good quality is the remembrance of patients and of children you see but rarely, and the important points of former interviews with them.

You should be especially careful with children. Children's likes and dislikes will control your destiny in many a family. Attempting to give a hard adjustment to a spoiled child means a fight and a failure. The reputation of being a kind, gentle, and a very nice doctor with children is more important with them than skill, because they too have some voice about who treats them. Always try to gain their confidence so

that they will not dread your visits. A nickel, chewing gum, or mints is a good offer to befriend a child. Such a doctor is either a good salesman or very interested in children. However, kissing, fondling, and dallying with people's children is liable to be misunderstood and should be avoided. In children's diseases in many cases trust chiefly to nature and see them get well as if by magic from what looked to be an alarming condition.

School boys and girls also have a potent voice about their doctor. Be very cautious during these impressionable years. Do not appear rough, nervous, fussy, harsh, gruff, heavy-handed and give them the never-to-be-forgotten impression of yourself and of Chiropractic for years to come. It is during these years that the rising generation will give Chiropractic a good or bad name.

You will find it much more pleasant to practice in some families than in others. Some families, when a member is sick, appear almost as if they try to harass you in every conceivable way. Perhaps it is because a member wants another doctor. This of course, will make you feel as if you were on trial for your life. In such cases the less you say the better, and like a philosopher make it a rule never to worry about anything you cannot help. Other families will give you intelligent co-operation and will make charitable allowance for all your errors and shortcomings. When you are thus chosen you will have an excellent chance to show the advantage Chiropractic has over all other

CHIROPRACTOR, KNOW THYSELF

methods. This will give you satisfaction and also enhance your profession in public esteem.

Whenever you are called to a patient and upon arriving you find he is under the care of some other doctor, if he is a physician, you will, of course, refuse to attend, even though you are urged to just look at the patient and see what you think of him. Unless a great emergency exists you should positively refuse to do so without first ascertaining that the other doctor has been notified of the change. Remember that attending patients with a doctor from another school sooner or later will prove unsatisfactory. Also remember you are neither required nor allowed to show our scientific art to others, or extend its favoring points to any one practicing contrary to our philosophy that guides our profession, no matter who or what he may be.

The rule that governs this is, that when a person gets sick he can select any doctor he prefers, but after making a selection and when the one selected has taken charge, if for any reason whatever he wants to change, he must follow the established rule in doing so. If you are in doubt whether you were chosen or only called in for emergency, ask the direct question. Above all else never visit patients under the care of other doctors, even for social purposes. If you do you will almost surely be urged to say whether the other doctor has done right or not. It is both unmanly and unethical to be a doctor detective criticizing some doctor for the benefit of people who passed you up. It will be a still greater offence to remove bandages from

fractures, boils, ulcers, etc., put on by another doctor merely to examine the case. Keep away from all doubtful expedients that relate to getting patients and profits, as it is a frequent cause of suspicion and contention.

Practically the same rule applies when you take charge of a patient recently under the care of another Chiropractor. Only you should be extremely discreet and chary, especially if you are called in an emergency because the doctor could not attend his patient just then. In this case you should consent, and it should be done for the regular attendant, and you should leave a note telling him what you have done. You should, of course, charge your regular fee. Under these conditions say nothing about the attending doctor, unless you can speak clearly to his advantage. Use such opportunities to harmonize rather than disrupt. Do not say anything that might convey the inference that the other doctor should be discharged so that you may be employed. Even though you would be allowed to take charge of such a patient, it may be unkind as well as unwise to do so. Besides the displaced Chiropractor, chagrined at his displacement, will be apt to scan every feature of the change, and will conclude that instead of obeying the golden rule you have ungenerously elbowed him out.

Professional success is precarious. The golden rule about professional success says this: He has achieved success who has lived well, laughed often and lived much; who has won the respect of intelligent men; who has given the best he had and expected the best

from others; who has appreciated the beauty of nature and never failed to express it; who has made the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul, whose life has been a benediction, whose memory a blessing. Determine that in your effort you will do nothing that is unprofessional, nothing that is unethical, nothing that will not stand every test, nothing that you cannot approve of, with your hand on your heart and your face turned upwards.

Be punctilious in your endeavors to give every one justice, especially in regular family practice. However, the rules regarding previous attendance are less stringent in floating office practice. Some of the best doctors attend to all office practice cases, with but little regard as to who has been attending them before or when. Never neglect to cultivate office practice, for it is a fertile source of cash fees and of reputation. Try to satisfy and benefit every patient that comes to you; for each will form some definite opinion and will ever after give you either a good or bad name. And you should be cautious neither to ask questions twice at the same visit nor to do anything else that might indicate either abstraction or incompetence; neither should you ask the age of a patient oftener than once during attendance of his case.

When you are busy and you wish to make a short visit, it is best not to tell the patient so. Economize time by beginning promptly to ask the necessary questions. If a subject is broached other than the point before you, answer as if you were considering it only

in reference to its influence on the patient, and go back to his case, and do not let the conversation decrease till you have learned all that is necessary pertaining to the case before you, and if the patient is very ill neither mention your haste nor show that you are in a hurry until you have made your examination and given your adjustment. After that if you depart promptly he will not feel that your hurry has caused any inattention to his case. As a rule every one wants a doctor who is in active experience and engrossed in practice but no one is willing to be habitually slighted or crowded out.

Make your appointment for the next visit. If at your office, attend him as near his appointment as circumstances will allow. Very few patients like to wait for hours in your reception room. The majority dislike to have others know that they run to the doctor continuously. Be very cautious in this, especially if you are located in a small community where everybody knows everybody; besides, patients make their appointments with the expectation to be taken care of promptly or they get nervous. If you visit one at his home, let him know when your next visit will be, and be there as near the time as you can. To do so gives satisfaction and prevents anxiety, and you will upon arriving generally find them prepared to see you without detention. If you happen to be late, never assign as a reason for being habitually late in visiting that you are over-busy, or he may think you have time with others but you are always late and in a hurry with him.

You have no right to keep any one waiting for you

any more than anybody else has a right to waste your time. It will often irritate you when you are busy and time is precious, to be kept waiting in the outer room while the people primp and prepare to receive you in the sick-room. Show every one the respect due to the rank and sex, but manage to let such people know that time is too valuable to waste and that the patient rather than the surroundings is the object of your visit. When you are summoned to accidents, heart trouble, colic, etc. if possible go immediately, then if you are too late you will be blameless and neither be censured nor responsible. If you cannot go at once, it is best to say so, because the case may be dangerous and if they wait for you too long and the case does not eventuate favorably, you might be severely criticized.

You will find in times of sudden sickness and alarm in many families, there is a peculiar openness to strong impressions. Many doctors secure a good family permanently by kindness and assiduous attention in cases of accidents, colic, apoplexy, etc. Devoted attention and kindness shown then is doubly appreciated. On the contrary, indifference or coldness may then sever attachments and end friendships that have existed for years, in as many moments.

It is unwise for a beginner to start practice in the wealthy sections of a large city, unless you are adapted to such environment and you can afford to provide comfortable quarters and other service necessary for the fastidious rich. Let your reputation begin in the alleys and back streets, where it will extend more rapidly than in the wealthier sections. You will get

CHIROPRACTOR, KNOW THYSELF

practice much more readily among the moneyless poor, because you can devote more time, and fix your attention on their ailments more anxiously than could be reasonably expected of those engaged in extensive practice. Many of these poverty-stricken, disease-ridden creatures are curable Chiropractically, but require more care and attention than a busy doctor, whose time is absorbed by a multitude of other cases, can possibly devote to them. In such practice you will acquire the art of reasoning and comparing cases that will no doubt enlarge your scope of knowledge. In the meantime school yourself and no matter whether in mansion, cottage, or hovel, every patient you attend, do so with conscientious precision, because whether white or black, rich or poor, they will aid you in shaping public opinion by giving you either a good or bad name.

On the other hand, with the wealthy, the over-nice and pampered patients, there is often such a concatenation of unrelated chronic symptoms and they are described in such deluded and exaggerated phraseology, that it is difficult to judge which symptom is the most important. To a doctor who can spread the jam, these patients will more readily pay ten dollars for ten grains of taffy, or sodium bicarbonate, because he is allowed to write the machiavellian Na HCo_2 than they will pay three dollars to a doctor who will conscientiously try to correct their system and their habits.

It is also an erroneous idea to think that by attending the servants of the rich, you are going to work yourself into wealthy family practice. Attending the

CHIROPRACTOR, KNOW THYSELF

servants of the rich, who are ill at their service place, will not improve your reputation much; at any rate not nearly as much as attending the same class of people at their own homes or on their own account. Remember, people who couple you professionally with their servants are apt to form a low opinion of your status and of your class of patients.

Doctor, "Know Thyself." Especially if you are just starting to practice, you should analyze conditions thoroughly and judge the type of patients you can best serve. A great deal depends on that. For example, some doctors are very reserved and dignified, they have splendid professional tact, plus winning personality and manners and will do best in serving the wealthier classes, such as lawyers, ministers, school teachers, business men, etc. and if necessary educate them to the value of Chiropractic.

Other Chiropractors believe dignity is easily confused with deception and naturally dread the appearance of artificiality, believing that a frank and social manner is more advantageous than the high-polished, ostentatious professional deportment. A small percentage of these doctors come from unpretentious walks of life who nevertheless have a keen sympathy and understanding of the working class. They know what hard work is and can quickly win the confidence of the laboring element in their community. This also is a big asset, because it gives the doctor a much larger field in which to operate, keeping himself busy, looking after those whom he can best serve and whose language he understands and whose confidence he can

win, and does not worry much about the well-to-do class who, after all, are hard to get, hard to serve, and harder to get well.

At any rate, you will find it comparatively easier to get practice among the moneyless poor and relatively hard to get it among the wealthier classes. A potent influence to assist you in establishing your reputation lies in getting well the long-standing cases so often encountered among the poverty-stricken. If you persevere with them until normality is effected, you will gain a host of warm admirers, who will magnify and herald you forth on all occasions as being double skillful. Even though you receive little or no reward in the shape of money, you will augment your fame and acquire valuable stock in the bank of experience.

You will find this class of patients much easier to attend than the wealthier classes, because their ailments are more definite, less complicated, their symptoms more clearly indicated and the response to your adjustments is generally more prompt. However, take care in attending patients where there is no money feature, do not become a mere routinist and tire out. You are not obliged to assume charge of any one, or to involve yourself in any way against your wish, but after doing so, you are bound ethically as well as legally to attend, and you must do so properly for the sake of Chiropractic as well as your own reputation. Besides, the law does not excuse a doctor for neglect even though it might be a charity or never-pay patient.

Many industrial concerns are employing Chiroprac-

tors to look after the health of their employees, with the result that the laying-off from work on account of sickness is materially reduced. This is a splendid record and it is our duty in the interest of Chiropractic and for the benefit of humanity to increase it by rendering our services most efficiently, whether in private practice, charity work or employed by a corporation, hospital, etc. Never allow yourself to fall into the any-way-you-please habit. Think for a moment the unfortunate resemblance so vividly illustrated in the past. Doctors attending industrial employees, hospital patients, soldiers, sailors, etc., they consider but two classes, the really sick and the malingerers. They have acquired a rough-and-ready habit of either believing a patient very sick or there is but little or nothing the matter, and of course they attend them either too actively or too crudely.

A doctor who works for a corporation for a fixed fee, in time loses both his identity and his sympathy for the sick, and often feels contempt for the foibles of patients with frivolous complaints so often encountered in private practice. Here the very nature of this kind of practice is so different from private, that but few doctors shine conspicuously as practitioners in both spheres. Success in private practice depends upon the doctor's ability in getting his patients well for his own satisfaction, his monetary compensation, and the fame it gives him. The corporation-employed doctor depends wholly on satisfying his employer and treats all employed patients similiar similibus curantur so that justifies his posi-

tion. The employed patients who seek his services, he usually has two kinds of pills, good for anything from a mosquito bite to elephantiasis, thus becoming careless, despotic, and calloused, they consider such patients are just a group of people who more or less just go on the daily record as a matter of routine to satisfy his position with the corporation. Such a doctor becomes a mere theorist. Similarly noticeable in other fields, the best teachers, the best orators, and the best fluent debaters are not always the best practitioners, because the two fields are quite different. Theory is one thing, practice another.

CHAPTER XIII

WHEN OPPORTUNITY presents itself, it is your duty to defend a professional brother to the laity or before a court of justice. Every principle of honor and duty forbids you even to think of lending yourself as an expert witness, a professional "catpaw" in unjust malpractice suits against another Chiropractor. Take care that this wisdom does not come too late, or cost you and the profession too much. To do such things would not only lay you open to criticism, but it brings mortifying rupture within the profession, as well as ridicule among the laity. A profession whose members habitually confute and confront one another in courts and before the public, often excite disgust and indignation at the scholastic and sophisticated attitude they assume when they act against their better judgment and join hands with bad people and attempt to mulct a professional brother.

No one but a fool will consent to testify against his own profession, and like Judas for a few pieces of silver take the position of a traitor. Steer clear of this and all other practices and alliances in which your part would not bear professional, ethical, and legal scrutiny, and you will not only safely pass the kaleidoscopic storms of bitterness and shame, but you will have another, a positive reward, you will feel the approval of your own conscience. Take heed from the so-called psychological experts, specialists, phrenologists, and would-be highly scientific representatives,

offering legal testimony so often lately that the public takes them for a jest, and believes from their contradictions that their science is an arachnoid diaphanous tissue of mere guess-work. A scientist who has to put a patient through third degree to discover him insane, "he himself" should have his own head examined.

They often try to clear a criminal from legal responsibility or from some wicked absurdity gotten up to make money by defeating justice. You should be doubly cautious of all unlawful and dangerous attempts at concealing cases which may be doubtful, such as insanity cases, secret diseases, births that result from clandestine marriage or from bastardy. Do not involve yourself in the exposure and recriminations that are apt to follow, even with people whom you think you can trust. To do such a thing will fortify them, and sooner or later they will be apt to create or welcome a rupture with you.

Wisdom in recognizing and declining cases that are likely to involve you in lawsuits, and foreseeing and forestalling legal entanglements is a valuable power and it will be the source of inestimable comfort. Avoid anything that would involve a summons to court as a witness and kindred annoyances legal or social.

When unmarried females whose menses have ceased, and where pregnancy is feared, occasionally consult you, give a cautious, a very cautious opinion, if any, especially in cases where the suspected girl strenuously denies having had sexual intercourse. Temporize or suspend your opinion for a long time till

positively certain. To pronounce her erroneously pregnant might blast her whole future and call down evil execrations on you; if on the other hand you too quickly declare her "not pregnant" it might injure you greatly, but this error would be nothing in comparison with the former. If you are absolutely sure she is pregnant, and the question is asked point blank you may give her your frank opinion. In all such cases inform them from the beginning how much your fee is for your time, opinion, and advice and must be paid whether your diagnosis and recommendation agree with theirs or not.

After settling the fee question, study the case and give your opinion. Do not allow them to consume your time and get your opinion and when you discover she is really pregnant, she will try to escape payment of your office fee unless you bring about abortion; this, of course, you will refuse to do. No one above a moron can be induced to take the responsibility from another's shoulders to his own, by doing a crimson crime; to violate both law and his conscience, to risk exposure, professional and social ruin and the penitentiary, by placing himself into any one's guilty power, whether as a favor or for a paltry fee. If they are too importunate, express your sentiments strongly.

When you are approached to produce abortion you should meet them with a refusal as cold as ice. Never yield on the plea of saving the poor girl's character, or her father from discovering her misfortune and committing murder, or to prevent her sister's heart from being broken, or to avert the shame that would

fall on the family, or the child's father from being disgraced, or to limit the number of children for married people who already have as many as they want and can take care of, or to avoid church scandal, or for ladies who assert that they are too sickly, too risky, too old, or too young to have children, or that their sucking baby is too young to be weaned. You should never even seem to entertain the proposition, thus avoiding suspicion or charge of being an abortionist. Also take care not to deserve the reputation of being tricky or being a sharper. A doctor will probably find it a great deal harder to trick his way along than to work it along; especially a beginner who might be anxious for business should avoid being blind to this charge and the long-to-be-remembered bad reputation of a merited stigma.

While silence should be your motto, it is your legal and social duty to expose without fear or favor, before your own, or legal tribunals any unprincipled, corrupt, or dishonest individual, who is unfit or unqualified because of either moral character or education, whether acting under cover of license or not, whenever you meet proof of his wicked work. Some wilful doctors in order to legalize such vile practice warmly assert that in doing so they are averting a uterine cancer, etc., and under the plea of saving the patient's life they have actually legalized such atrocious practice before the law, and thus assuming a respectability before the public they would not otherwise possess. Oh, no. They do not perform an abortion. They merely curette the uterus.

CHIROPRACTOR, KNOW THYSELF

Avoid legal entanglements if you can, but if you are to be a witness in a case, you must firmly refuse to give either a verbal or a written statement of your opinion, also dispute their right to question you. Firmly but courteously inform them that they can find out all they want to know on the witness stand. If you yield in this respect you may actually aid them to distort your statement from its original or proper meaning or to rebut it on the witness stand and thus bring both yourself and justice to grief. When you testify it is best to say, "in my opinion"; the fact that it is your opinion or belief no one can dispute. Indeed, it is wiser as well as more modest in expressing an opinion, whether written or oral, always to say, "I believe thus and so," or, "in my opinion," etc.

Be very cautious when you give certificates for life insurance, sick benefits, insanity, Government pensions, etc. Perhaps there is no department of professional duty in which a doctor is so often asked to stretch his imagination and conscience as that of giving certificates to persons seeking to get Government pensions. Be also careful in giving certificates for insanity with the view to committing some one to an insane asylum; distinguish between the truly insane in accordance with the law and those who may only seem to be insane. Give certificates in none but clear cases and keep memoranda when you are witness in all cases.

Be prompt and decided in refusing to give professional certificates to anything questionable or secret. It is generally admitted and paradoxically

CHIROPRACTOR, KNOW THYSELF

true that the worst infliction we endure today is the maniacal illusion of being an authority, and under the cloak of professional authority lend our names to assist charlatans and commercial sharpers on the afflicted. You are ethically and morally as well as legally bound to give honest certificates, and never yield to importunities and substitute for deaths, syphilis, abortion, insanity for easy, pleasant sounding titles that risk putting you in a false position.

You should do all you can to stamp out this unjust practice. Remember, when Mr. Smith gives his certified opinion the moon is octagonal, or pumpkins grow on trees, it remains simply Mr. Smith's opinion. But when Mr. Smith suffixes his title of D.C. he undoubtedly gives that certificate a professional significance and to a great extent involves the entire profession therein. Consider certificate-giving by its effect on Chiropractic. When you give it, one person who happens to know you may regard its personal and not its professional significance, but every one else over the country will notice your title only. You should then be very careful in giving unprofessional certificates to anyone on disputed or partisan questions, because they affect the general interest of the profession as well as your own. Any doctor who participates in such unprofessional matters has lost all that it takes to make him useful in any endeavor. When your certificate is presented to an insurance company, the Government, or beneficent societies it must be based on undisputed facts. To this depends its acceptance or its rejection; to this depends your own and your pro-

CHIROPRACTOR, KNOW THYSELF

profession's confidence for further patronage. Our professional dignity and trust rest wholly upon every practitioner. You should do your part in instilling confidence and convey the idea that Chiropractors are incapable of doing anything that is dishonest, anything that is illegal or anything that would not stand every test.

Be also chary in signing certificates regarding appliances, wines, milk, flour, food, mineral water, glowing advertisements for unknown nostrums, highly colored certificates for health resorts, extracts, elixirs, anodynes, blood tonics, etc. You should do your share to put an end to this unjust parade of such certificates fastened upon the sick by selfish persons whose chief aim in recommending them is the money they get out of them. Every Chiropractor knows such certificates are not worthy of credence, and any one who will assist such charlatans to fleece the sick must be either a silly dupe or a cruel knave. You should always maintain your professional independence and never place your endorsement on any of the above panaceas. When a patient asks you if this plaster or that nostrum is good tell him such things are rarely any good; they only enable their proprietors to fleece the sick, they are so widely advertised to catch the popular eye and the popular dollar, and they do more harm than good.

If we are capable of thinking and have any ingenuity at all, we will find Chiropractic large enough to handle any case. If you find it necessary you may follow the general mode and make any required combinations when legal and ethical. With some the art

CHIROPRACTOR, KNOW THYSELF

of adjusting is imperfect at best. We will encounter many new and strange problems to remind us of our lack of knowledge and of the insufficiency of human resources, without adding the risk of being thwarted by unreliable modalities, nostrums or concoctions. Most of their promoters subsist almost entirely on credulity and ignorance, and it is your duty to expose them in every way you can, and save as many of its evils as you can. Whenever you have an opportunity expose their unworthiness and the harm they do.

Whenever chance brings you in contact with a doctor from another school, if you believe him to be a gentleman (genuine allopaths, homeopaths, or osteopaths are usually very respectable and upright), observe all the forms of politeness towards them, but do not style them "doctor." Treat them exactly as they treat you or as you would any other gentleman, but ignore them professionally and do not fraternize with them in the management of cases. Beware of impudent persons, and those who go about carrying the awe-inspiring satchel, as if an additional shake of the dynamic contents might still further increase their potency and cause the patient's resuscitation.

A better plan is, never to style any one "doctor" unless he is a Chiropractor. Respect every sincere believer, even though his system is false, no matter how great his error; but let the finger of scorn point to every double-dealing hypocrite who as advertisement of himself sneers at Chiropractic, while slyly using every conceivable hocus-pocus because it pays to use it.

CHIROPRACTOR, KNOW THYSELF

Never lend yourself too freely to other doctors except as an equal; do not make it a habit of belittling yourself by playing the part of utility-man. There is a great difference between Chiropractic consultation and giving assistance in clinics and hospitals as it is so often done. A lawyer dislikes the idea of playing second part in the management of legal cases; a medical man will hesitate to accept such offices as sanitary inspector, vaccine physician, dispensary, coroner, etc., in communities where he expects to practice in the future.

Playing second part as unpaid assistant to any one except your parents or your instructor means servility and obscurity and will never advance you either in the community or in the profession. If you visit a case with another doctor you will be regarded as a consultant and as being at least equal or even superior to him, besides a fee may await you, but if you go and do some secondary part, you will be looked upon as a lesser light to the one you assist, and you will take a position of neither honor nor profit, reaping nothing but responsibility. If you need more experience take a post graduate course, there you will be a doctor among other doctors and you are bound to broaden your knowledge to a far greater scope than you can ever hope to learn from any private practitioner.

Do not unreservedly allow your patients to tell you when, where and how to attend them. While you should harmonize with their whims to a certain point, you should politely inform them that you as a doctor have all the say and they must accept your judgment

CHIROPRACTOR, KNOW THYSELF

in their cases and not attempt to rule you at any time. If you let them tell you where, when and how to adjust them, they become the doctor and you are reduced to the level of an attendant. You will be better off if you cast off such patients entirely before they think you are an amateur. The chief objection to casting off such patients is that they are then quite sure still to hanker for you.

To rid yourself of undesirable or would-be patients will be one of the most difficult problems that will confront you. If you are "too busy" no one can blame you, if you are not at home when you are needed, but if you are at home, "too busy to attend" is probably the most unassailable of all reasons. If you quibble or refuse to respond to a call you will be severely criticized, especially if the case goes wrong in consequence of your not responding. Of course, you should go to all cases where humanity calls, and go promptly, because you have no right to keep any one anxiously waiting even if he is a never-pay patient. Never offer as an apology for neglecting to visit a patient, "I really forgot you." It is unpardonable.

After you swing into full practice, you will find many cases not especially desirable on any account. For instance, attending gonorrheal or syphilitic cases, while enabling you to pick up a handsome office fee, they are dirty, secret cases and rather repel than attract their victims and their friends to the doctor who attends them when they need a doctor for other sickness. The same is true with females if you are successful in restoring their menses when they suspect

pregnancy. Take care that attending such cases does not overshadow or eclipse your real practice and give you the name of "P-X doctor" or "Abortionist." Or attending an excessive proportion of bruisers and courtezans does not give you the name of having a "fancy practice" and entails the social ostracism and loss of family practice that would follow.

When you find a patient is suffering with venereal disease, even if you are positive, it is not always best to tell him so. Some persons will actually feel insulted if you tell them they have P-X as if you had tried to scare money out of them.

While prudence will sometimes require you to reserve your opinion you should be careful not to be brow-beaten into taking charge of a case for a very nominal fee. Venereal diseases are the result of imprudence and are self-inflicted, not a misfortune as other afflictions are. Therefore venereal patients have not the usual claim upon your sympathy. For this reason, you should get a just fee in all such cases before you begin, because they are grave, long-continued, and the responsibility and grief often very great and very long, especially when the system is thoroughly infiltrated and a terrible chancre is detected. After your diagnosis or analysis remark to him immediately: "Well, I see what your case is, and I am willing to take charge of it if my terms will suit you." This will give him the opportunity to ask you what your terms are, also inform him of the length of time it will take, say about three months, and with the understanding you charge for services and not for results. When everything is

CHIROPRACTOR, KNOW THYSELF

made clear he is not likely to change from you to some one else if the case proceeds slowly.

Never agree to attend cases such as gonorrhea, syphilis, epilepsy, cancer, ulcer, nephritis, mucus colitis, etc. on the "cure-or-no-pay" plan or when all is over. If you do you will be sadly disappointed. Such agreements are never satisfactory; they generally terminate in your being swindled. After the fee question is settled you will feel like giving your best services and the less you say afterwards the better. Do not preach morals for it seldom does any good. In your practice you will see, hear and understand many blemishes and sins to which you must appear oblivious. You will also find it very unsatisfactory if you bargain to attend any one by the month or by the year, because some people will feel they are giving you fifty dollars for ten dollars' worth of service, and you will feel you are giving others fifty dollars' worth of service for ten dollars. It is best always to get paid for exactly what you do.

It is proper and just to charge more for the first visit to a case, because you are formally assuming all the responsibility of the case. You have to devote extra time at the first visit to learn the history preceding this sickness, must map out a suitable diet, give proper analysis and establish a line of adjustments, all of which requires extra time and extra service and should justify a larger fee. Remember that cases severe enough to require you to make more than one visit, throw upon you greater responsibility and anxiety. In cases where people are poor and can-

CHIROPRACTOR, KNOW THYSELF

not honestly pay, you may receipt the bill for a reduced amount, but make it out for the full sum. This will not only please the debtor, but he will also know your rates and give you proper credit for whatever reduction you make, and at the same time it will not injure your scale of charges to other patients. If you let them understand that you are not reducing your regular fee, but are taking something off this bill, many patients will show great appreciation and thank you heartily for being so considerate.

There exists an erroneous idea among the laity that the doctor in reducing a bill of a worthy poor patient makes it up on the rich. Be sure and correct this error; take less if you think proper, but say nothing that would allow them to infer that you or any other doctor would charge any one a penny more than he honestly owes. Whether rich or poor a patient who takes one adjustment, if asked to call again to let you see how he is getting along, will, on returning show that he does not expect to pay for that visit — he merely called because you requested him to do so. Therefore be careful how you ask your patients for the next visit; in other words, the difference between words used with your patients will sometimes be to you the difference between charge or no charge. For this reason you should convey the understanding clearly whether you intend to omit the charge or the regular fee will be charged.

CHAPTER XIV

THERE IS A widespread popular error in regard to calling a doctor. Some people firmly believe the law compels you to go to any one who chooses to send for you. It does not, but you may be severely criticized if you were, simply on account of fees, to refuse to attend an urgent case. However, if you are "too busy," it is always sufficient reason to defend you against public condemnation. "I am going to play golf," "going fishing," "I am too tired," "I need sleep," or "I am at dinner," are not accepted by the public as sufficient reasons for refusing to go, and should never be offered.

When you are called to a case of sudden sickness, accident or death, you must be self-possessed. The utmost composure of mind and manner is of great importance. You will naturally find some of the members of the family going around almost hysterically wailing. After examining and attending the diseased you should without delay try kindly and sympathetically to calm such persons, and at the same time do not express any opinion of the cause until you have calmly and coolly gathered and weighed all the circumstances surrounding the cause of the illness.

It is customary and proper for a doctor not to make a positive diagnosis in a case of sudden death, unless absolutely certain, especially if the doctor has never attended the deceased before, or for a long time. It is always best to let the coroner do it. A

death certificate marked "cause unknown" is best indicated in such cases, inasmuch as those in authority will seldom agree with your diagnosis. At any rate, before you express any opinion remember the possibility of death being due to heart, brain, suicide, or poison. If you neglect this precaution, further developments in the case may expose you to strong censure and deep mortification.

On the other hand, when any one under your care dies unexpectedly or mysteriously, do not let your manner indicate that you were entirely unaware of its possibility, and that you feel yourself responsible. The public expects you to know beforehand all conceivable complications relating to illness, its dangers and its terminations. On all occasions never exhibit surprise at any possible event growing out of sickness. You should also be very careful and never pronounce a patient better unless you are absolutely certain he is out of danger, because if you do and the patient gets worse or dies suddenly you will be exposed to terrible censure.

When death occurs to some one under your care, you must visit the remains without delay and learn all about his death. Perhaps the patient had taken something contrary to your advice. Also find out what attitude the members of his family assume towards you. Thus you can meet any criticisms before they are extensively circulated, and if need be, explain and defend your course, thus minimizing or suppressing any anticipated evil resulting by any apocryphal reports. If you are reproached for not discovering the

CHIROPRACTOR, KNOW THYSELF

patient's weak heart during his illness, you can explain that the healthiest heart may suddenly become paralyzed or mechanically occluded and sudden death result, etc.

Of course, there are many and various contributory causes when death occurs. But life can only terminate through three organs, namely, "The Brain," coma; whether the manifestations are cerebral softening, hydrocephalus, apoplexy, cerebral hemorrhage, it always results in loss of consciousness; "The Lungs," asphyxiation; degeneration of the lung tissue as in phthisis or drowning, etc., "The Heart" syncope; as in paralysis of the heart tissue, mitral regurgitation, aortic stenosis, valvular insufficiency, or coronary thrombosis.

Remember, however, that ordinary termination of organic heart illness is not sudden but very slow death preceded by more or less melanosis, dropsy, shortness of breath, inability to lie down, etc. It is usually wiser for you to avoid giving snap-judgment. Give only indefinite answers until you have collected all possible data and analyzed all the circumstances, then you will naturally be in a better position to offer a more specific opinion, which will in all probability be much more correct than a hasty one.

Circumstances even make it wiser at times, in case of traumatic injury, accident, or if the patient has taken too much of some drug, or intoxicating liquor, have the presence of mind to give a provisional answer until he returns from his lethargic state. It is always best to withhold your diagnosis to see whether

his lethargy obscures other more important ailments which at this time might be impossible for any one to say. It is true every doctor wants to be a quick diagnostician; it is also true in most cases, Chiropractically, diagnosis has no significance, and it always is of indefinite limitations. It is only coined to satisfy the popular belief, and for this reason it is always subject to contradiction. Be on your guard for this and any other error that may injure you for years. Even if you know the patient is drunk, it is best to say, "He certainly is drunk," nothing more.

Reproach is often unjustly heaped by people who stricken with this or that spinal abnormality or other afflictions go to a Chiropractor and get well, and might remain so, but being still surrounded by the same environment, still violating all the laws of nature, they are again sick with the same affliction. For it they very unjustly reproach the Chiropractor, as if he should get them well and they would remain so for the rest of their lives. Of course, while the laws of nature remain as they are you or anyone else can no more promise future immunity to any person than you can promise the anxious farmer that drought will not destroy his crops, or the uneasy sailor that clouds will not blow up another storm.

Alarmed patients will consult you about their health. If you want to fully satisfy them by your opinion, be earnest, and let attention overshadow all you say; but never promise future immunity against any illness. At the same time it will be cruel to tell patients that their trouble comes from the kidneys,

heart, liver or that they have some terrible condition and you pronounce them incurable, when there is only a slight or temporary affection of these organs. We know that certain organs may be deranged this week and well next; we also know many hysterical and neurasthenic people think that if they have heart trouble or kidney disease, or their lungs are affected it is necessarily permanent, and of course that idea gives them constant anxiety and fear. You should never terrify the sick simply for dollars and cents.

When a patient places himself under your care, he trusts both his health and his pocketbook to your honor. Honesty and truth should mark every step of your way in your professional as well as in your other business dealings. Pay your honest debts punctually even though you are cheated out of half you earn. Pay as you go; if you cannot pay much do not go far. You will have to pay every debt sooner or later and had better be paying each as it becomes due than those that should have been paid a week or a month or a year ago. Owing for gasoline, rent, groceries, clothes, wages or luxuries cannot fail to set the scandalous tongues wagging freely and injuriously.

To be unreasonable or too vigorous in your efforts to collect your bills from your patients, or to shave too closely in money matters would not only be wrong, but would be very apt to injure your reputation and create hostility that time cannot blot out. Every doctor renders services under circumstances where his own interests prevent him from making a charge, or even accepting a fee that is offered. It is usually bet-

ter to charge no fee for trifling or ordinary advice incidentally given to patients when they call to pay their bills, or to people for whom you advise in public places when you are not pursuing your function as a doctor, or in cases where your advice and efforts are not called into action. Such exactions would, to say the least, risk unpleasant and harsh criticism.

If you are an easy collector and delay sending your bills out you will find it a very expensive modesty, because after two or three months the debtor would naturally think the doctor had merely sent it out with a whole batch of other bills and not from a special desire for its payment; and he is very apt to leave his bill unpaid for months longer. Send your bills to your patients as soon as gentility will allow and if you do not hear from them within a reasonable time, emphasize it by sending another, for he may not receive it, or may have neglected, or purposely threw it aside in the hope that you will let it sleep till it is out of date.

Of course you cannot put all your bills on the same footing any more than you can attend all your patients similarly. You will have some good-pay patients with whom it is preferable to wait till they ask for their bills; there will be others whose bills had better be sent by mail; there will be still others whose bills had better be taken to them by your collector or yourself. Many really honest people are too poor to pay large debts, and if they allow what they owe you to accumulate from time to time into a large bill, they could not pay it to you even if they wished, and you would actually place them in a dilemma.

CHIROPRACTOR, KNOW THYSELF

Conduct all features of this department as much out of public sight as possible. In fact, let people know little or nothing about you except as a Chiropractic attendant. Let all your transactions and your interviews with patients be strictly professional. Another thing, avoid borrowing money, books, instruments, etc. If you do, do not keep them beyond the proper time or return them in bad condition. Never involve yourself in borrowing anything from one doctor or from one patient to lend to another; this will cause you more trouble than you think. Always let the borrower do it on his own responsibility, not on yours.

Still another thing, you should avoid crossing accounts or mixing dealings. Perhaps many old practitioners can recall many instances in which "taking it out in trade" with tailors, grocers, auto-mechanics, restaurant keepers and other patients who are in business, rarely continued satisfactorily. Such an arrangement often engenders disagreements, and leads to such confusion that the result will be almost always your getting only about half as much for your services as if you had avoided account entanglements and dealt on a cash basis. You should, of course, patronize your patients when they are in business, but keep out of involvements and pay those who work for you in money, they in turn doing likewise.

Accepting presents from grateful and fond patients, regardless of how glittering or liberal, will almost unmistakably lead to breaking up of the legitimate monetary relation between the giver and receiver to such a degree that it will be very hard to fully restore

it in the future. Presents invariably have proven exceedingly expensive because they tend to weaken your business rules with your patients. When you foresee such a result be very cautious. When circumstances require you to accept presents, either offer to pay for them or decline to accept them. If you do not drink wine, smoke that brand of cigars or you are on a diet no one can blame you, thus you will avoid placing yourself under embarrassing and often costly obligation to your patients.

The majority of your patients expect you to examine them. Others through shame refuse to allow doctors to make examinations that require uncovering the body. The doctor supposes they refuse through modesty, while it may be because the patient does not want him to see the underclothing which might be unclean or unfit to be seen at that time, or the patient may need a bath, etc. In all such cases it is best to allow an opportunity for a bath and a change of clothing, by appointing some time later instead of proposing an immediate examination. And at all times be doubly cautious with female patients to prevent possible hallucinations and disprove scandal regarding either improper deeds or words that may be retailed around and damage your reputation in your community.

Sometimes you will be asked for advice by the newly married, or by those who are about to marry who are terrified over imaginary phobias and other afflictions or defects. You will also be consulted occasionally by patients who have contracted gonorrhea

or syphilis in the past and wish to know what would be the result of their marriage. Be sure to warn all such people, unless it has been at least three years since they contracted syphilis and at least two years since they had any evidence of the disease. Never sanction marriage before that. Even then they should marry under sanitary and hygienic restrictions, and, of course, you should never promise immunity against future outbreaks.

Never recommend sexual intercourse as a remedy for female disorders. It is best to recommend perfect chastity even though in some cases it may not be entirely compatible with good health. Remember, if such people risk bastardy, adultery, commit rape or exposure to syphilis or gonorrhea let it be on their own responsibility, not on yours. Statistics show that approximately 100,000 people die each year in the United States as the direct or indirect result of syphilis. The general advice given for protection against the possibility of contracting venereal disease is, urinate immediately after coitus and wash parts thoroughly and instil 25% solution of argerol for gonorrhea, and smear a 35% ointment of calomel over the parts as a prophylactic measure for syphilis. This will considerably reduce the danger of infection.

Young men who are almost crazy with dread often consult you about night emissions, self-pollution, spermatorrhea, etc. Advise them that nocturnal emissions recurring occasionally in young men partake of a natural overflow and it is not half as bad as com-

monly supposed; when the habit is discontinued its results are usually quickly recovered from.

Worry, fears and phobias are the greatest cause of most unhealthy conditions. To cure a person of bodily ills and leave the mind uncured leaves the patient as sick as before. Fear produces an over-secretion of the suprarenal glands, adrenalin increases blood pressure, weakness, vertigo and collapse. An excessive adrenalin secretion causes terrible dreams and nightmares (ephialtes), fear, melancholia, depression and a sensation of causeless fear followed by trembling and final prostration. An excessive secretion of the thyroid gland produces irritability, anxiety and trembling of the fingers, often followed by staring expression, indicating mental agitation.

Some patients are so thoroughly self-poisoned that they are walking pickle factories. Remember, meats, mushes, candy, starches, yeast and soda water make a real "booze" not included in the Volstead Act. Chiropractic adjustments throw forth kinetic energy, activating dormant organs that have been in stasis for a long time. Such deleterious substances being eliminated brings about euphoria, and a feeling of wellbeing, increases the secretions of the ductless glands, the pituitary throws pituitrin into the blood stream and enhances peristalsis, activates stomach and intestinal action, tones up cellular activity and normalizes metabolic processes. On the other hand, an excessive pituitrin secretion causes overabundant happiness, often leading to hysteria, happy, exultant dreams depicting mental intoxication, and great optimism often leading

to hallucinations. A normal pituitrin secretion acts as a balance wheel between abnormal happiness and abnormal fear.

"Doctor, I felt terrible after the adjustment yesterday, but I feel good today. Why?"

This question has been often answered by some of our best educators when they said repeatedly, "Do not over-adjust." Were you to give a heroic general adjustment to a very sick patient, adjusting most of the cervical vertebrae, stimulating all the cervical nerves and cervical ganglia plus most of the cranial nerves, especially the pneumogastric, second and third dorsal for the heart and lungs, sixth, seventh and eighth dorsals for the stomach and solar plexus, tenth, eleventh and twelfth for the kidneys, and the lumbar region for good measure, will be much too much overstimulation for a very sick patient. No wonder then the patient feels terrible and does not come back for another adjustment. Even though some patients understand and expect a bad reaction, they would like it better if they were benefited without such devitalizing after-effects.

The idea governing the above-stated facts is this: a sick body has just a limited amount of dynamic energy to throw forth and activate certain organs; you can release it through a major that controls two or three vital organs in which case it will be more powerful, more lasting and its influence is likely to be more beneficial, or you can release it through twenty majors and minors throughout the whole spine, diminishing its forces to a much shorter duration in exact ratio

CHIROPRACTOR, KNOW THYSELF

with the sick body, with the result of too many organs throwing off too much poison at the same time, and if the body is too weak to eliminate all that poison completely (most sick bodies are too weak), what then? Poison that has been pent up in many organs and to a certain extent tolerated by the system through the powers of adaptation, is now thrown into the general circulation, affecting other more vital organs, which organs up to this time were more or less immune to such deleterious influence. Liberating so much poison at one time very few patients can tolerate without a terrible reaction, and if the patient's eliminative powers are poor, then you have a boiling boiler without means for the steam to escape.

Whatever means you are using to bring prospects into your office, the sale has to be closed by you personally in your own office. When a patient asks a question, the doctor must have the answer on the tip of his tongue. One of the many advantages a linguistic doctor has over others is his familiarity with the peculiarities of disposition, with the extent of the vocabulary each of his patients employs in describing their ailments. A fine lady, a lawyer, a minister, a hod-carrier, a sailor or a farmer would each use a different kind of language in describing their ailments. Your promptness in answering their questions in their own way will either sell or hinder the sale of your services.

If you had not the advantage of meeting the public during your education you should not fail to make up this deficiency as quickly as possible. The proper presentation of your point of view to your patients will

CHIROPRACTOR, KNOW THYSELF

lift you above the feeling of inferiority. Answer every question, attend every patient as though critics were to judge you by it. Developing this faculty disciplines the doctor and insures a well-balanced personality and engenders the respect and favorable opinion of all who know him. A doctor's calling extends far beyond the scientific. Avoid both incompatible and similia similibus lest through your crude ways you drive people away to become alienated and join those who condemn Chiropractic. Our mistakes in the past have done a great deal of damage, and if Chiropractic were not a great science it would be stillborn.

You should take care not to deserve the reputation of being diffident, not only in Chiropractic but in anything else. Ability and skill to adjust vertebrae will fail unless you develop your personality, use your speech effectively, acquire practicality, overcome your timidity, exercise common sense, avoid errors in foresight (we all have aftersight but foresight is what is needed), develop your reasoning powers so that you can utilize the full power of your mind and apply it daily, gain more self-confidence, ambition, self-reliance, aggressiveness and other excellent qualities.

In your efforts to advance take care not to acquire the air of a superiority complex. Quixotic egotism is often looked upon by many as a sign of a diffused mind. Let people know by every act and manner that there is much human left in you even though you are a doctor. The mental maladjustment of many patients is often more difficult to cure than the physical, and if a doctor thinks men consist of spine and legs only

CHIROPRACTOR, KNOW THYSELF

and regards the enlarged superior knob with its gray matter as nature's carelessness, he is sadly deficient, and he will never prosper until this deficiency is overcome.

Patients will consult you who are skeptical about Chiropractic. They still believe medicine, diet and exercise is all they need, although they have heard a great deal about Chiropractic, but they do not understand how adjustments can benefit them. Be fair and urbane with them; explain to them that medicine cannot move a spinal vertebra to allow free enervation to the stomach, diet will not restore a paralyzed colon, exercise cannot make nerve impulses jump around an impinged nerve, cathartics do not remove the weakness which causes constipation, a healthy organ is one that is in constant communication with life impulses, because life forces can travel unobstructedly the nerve pathways as nature intended them to do.

A spinal impingement of a nerve supplying the colon with mental impulses will cause stasis, stasis will cause colitis, colitis brings auto-intoxication or self-poisoning, and the tonsils and the sinuses as well as the liver and gall-bladder will suffer, and if there is an abnormal condition not influenced by direct nerve communication? If so there is no discomfort, for without nerves there is no feeling, in such cases paralysis will be the final result, and when nerve communication is only fifty percent, what then?

Disease is nature's method of bringing uncleanness to the surface. Every so-called disease is the elimination of filth, there is no question about it.

Disease cannot be eradicated by trying to keep filth in the body any more than a bursting boiler can be saved by keeping the steam from escaping. Chasing one poison with another is another way of quenching fire by pouring oil on it, the results are the same.

That young doctors should marry money or social position, or both, is a pernicious myth. Case histories of a sufficient number of doctors for proof would establish, we believe, that a wife who brings professional sympathy to a union is far better for a doctor than one who brings money or a fashionable name. If you are unmarried it will often be quoted against you; the fact is there is no great professional advantage gained by being married. The great objection is really their youthfulness and not their being unmarried. Marriage and business should be placed on a higher plane. To marry with an eye to business only would be apt to entail great expense and greater responsibility without corresponding benefit. You will not practice very long before you will see the misery that flows from a degrading marriage to those who enter into it from other considerations than love, congeniality and professional sympathy. If you make a wrong choice you will soon feel as if you had a panther by the ears; terrible to hold on, and worse to let go.

While this book is for the Chiropractor only, it is quite possible it might be read by a Chiropractor's wife, and if she is interested enough she will notice at a glance that it takes more than a shingle, an adjusting table and a few instruments of precision to be a Chiropractor. Were a Chiropractor's wife to ask

CHIROPRACTOR, KNOW THYSELF

herself the question, "Is there anything I can do to help my husband?" the answer obviously is, yes! "Keep your mouth shut;" and as long as you are a Chiropractor's wife deal him a good hand and strive to help him play it for all it is worth. Remember, your husband's struggle is personal; he does nothing by proxy. He deals with precious life itself; he has to contend with hard work, poverty and old age, any one of which is heavy load enough for any man to carry.

The financial, too, is another great problem. It is said that the average professional man never gets bread till he has no teeth to eat it. Above all else, neither feel nor show hostility. Impress every one with the fact that you have good common-sense in everything and unusually good sense toward your husband. A business man has holidays. A doctor building up his practice has neither time nor money for a good time or enough rest. Rudeness and discourtesies will do a great deal to wear down his spirit. A Chiropractor has only one life to live and only twenty-four hours a day in which to work.

Never induce your husband to go out to dances and dinners with you. A doctor should not unbend and become a jolly good fellow, or an intimate friend of a family, but remain the mysterious, kindly doctor, maintaining his professional attitude at all times. If he shows his play-boy tendencies in public he will be under-rated and will be shorn of his influence. He cannot play two parts—his biggest a jolly play-boy and his lesser a Chiropractor. While you as a doctor's wife should attend tea or card parties, it is far better for

CHIROPRACTOR, KNOW THYSELF

a doctor to eat his cold lunch alone than to occupy the best table at a banquet like an ordinary man among other people. To do such a thing has a leveling effect shearing him of his legitimate prestige and professional appreciation.

There is a popular belief that the Chiropractor's wife knows all about his business. This, of course, is not true; and for this reason you never know anything and never say anything. In your associations with your own sex at home or elsewhere strive to make your manners and methods as faultless as possible, and take care to let no word and no thought ever escape your lips or show on your face unsuitable to the occasion. Minding your own business is a good way to keep your and your husband's names off the scandalmonger's tongues. There is many a good wife who never says a foolish thing, but never does a wise one.

Remember that anger is not argument. Never allow careless gossip, foolish stupidity and misunderstanding to get you down. For instance, there is Mrs. Uppish next door who calls in Dr. Squinteye, Specialist, because she is keeping up with Mrs. Jinks and it is smart to call him too. There you will hear Mrs. Snootfull saying, "Doctors, bosh! I will not have anything to do with any of them. They kill you today to keep you from dying tomorrow." Again you will meet Mrs. Allnerves who will tell you that your nice husband is taking care of Mrs. Neversleep. "Now I am her best friend; won't you tell ME what is the matter with her?"

Of course your answer will be a downright, "I don't

know," even if you are branded either dumb or a liar. Hush! Hush! Hush!

But the type you will probably love to kill is the sweet, sympathetic Mrs. Lonesome, who will meet you on the street with, "Oh, you poor dear, your husband is never home—and aren't you jealous? Your husband has so many women patients and they are simply crazy about him," et cetera, et cetera. All such people fail to realize that if the doctor wasn't out a great deal and the women didn't like him he and his family would soon starve to death. A husband that cannot be trusted, he just cannot be trusted, whether he is a doctor or a plumber; the profession makes no difference.

You will also jar against another type who will be quite hostile to Chiropractic. Mrs. Doublesmart, who thinks Dr. Appendectomy performs miracles, he saved her life, and if he isn't too busy saving lives, she knows she can get Dr. Slitthroat. Make it a rule never to let such things bother you. Thank your God of Justice that your husband is a Chirapractor. He will never give a patient cause to say he turned him into a drunkard or a dope fiend, or be accused of having dragged any one like a doomed animal to the slaughterhouse simply for a paltry fee; and you will often and truly be called "A Good, True, and Beloved Wife."

CHAPTER XV

THE REASON people don't pay their doctor's bills is that after several months of adjustments, the amount they find they owe staggers them when they consider it all in a lump sum. They cannot pay it all at once; most of the time they cannot pay a quarter of it. They are ashamed to pay only a small fraction of what they owe, so they keep on procrastinating and procrastinating. Finally they abandon all hope of ever doing anything about the bill except just forget about it.

You will find there are three classes of patients, the prompt-paying, the slow-paying, and the never-paying. The first class, you will naturally leave them alone; the never-paying type, see to it that they leave you alone, but with the slow-paying class some fee-collecting system must be devised. The following plan will be found to function 100 percent:

Whenever you have patients who require months of adjustments and who have no money to pay you, because Mr. Patient, even though he is making \$30 a week has no money saved, but he wants his wife to take three months' adjustments, and he agrees to pay you, say, \$10 per month. Instead of your keeping accounts, sending out notices and running the risk of losing part of the bill, you can take Mr. Patient to the neighborhood bank, the kind of bank that specializes in lending small amounts without any security except the man's note, signed by two co-signers. Wages are the real security, because the bank can attach

—(203)—

CHIROPRACTOR, KNOW THYSELF

wages if the fellow who borrows or the co-signers fail to repay the loan in weekly or monthly installments.

You can say to Mr. P., "Come around the corner to the bank and we can arrange everything." Take him straight up to the manager of the bank and say, "Give Mr. P. \$100 on my security," and leave immediately. That is important—to leave right away, because it leaves Mr. P. in the hands of the bank manager to do as he says. Mr. P. signs a note for \$100, agreeing to pay this amount to the bank in monthly payments of about \$10, as well as interest. Actually Mr. P. gets no money at all, he is told that the money he pays the bank goes to pay the doctor's bill.

This is true, because by prearrangement, you agree to buy a bond of the bank itself, with the money that P. paid to the institution. Every payment made is recorded as installment paid by you on the purchase of the bond. When P. has completed the ten installments with interest the bond is your property. You sell it to the bank for \$106, because the bond pays six percent interest. If P. quits paying after several installments, or does not pay at all, nobody loses. The system displeases nobody, and pleases everybody. If payments are promptly paid, you are pleased. The bank is pleased because the note pays the bank 10 percent interest, besides the bank has had the use of the money as payments were made. Mr. P. is more than pleased; he feels privileged because you signed his note, because the bank accepted it, and because the system takes the pain out of doctor's bills for him.

When you sell your bond you are getting your fee

CHIROPRACTOR, KNOW THYSELF

in advance for your services, plus a good rate of interest on the amount for a year. Many patients will pay the bank much better than they will pay the doctor. Making the bank your collector will relieve you from personal embarrassment as well as give you more time to do your best for the sick and suffering. Every professional man knows that receiving a fee is a wonderful stimulant, and that not receiving your expected fee is quite depressing.

When sending out bills to slow-paying patients never charge them with dishonesty. If you accuse any one at all, charge him with carelessness. After you send a patient one or two ordinary bills, if you do not hear from him, emphasize the third as follows:

"This account has undoubtedly been overlooked and I feel quite sure that this friendly reminder will meet with your favorable response."

If you do not hear from him in about two weeks, the following letter has been found quite effective:

April 1, 1934

Balance long past due, \$114.00

Mr. A. B. C.,
12345 West 9th Street,
Los Angeles, Calif.

Your account has now been running for several months. You certainly cannot deny that I have been lenient. It is my policy to extend every favor that I can. But if we are going to do business I must have my fees. I feel that you owe it to me in all fairness to send me the

CHIROPRACTOR, KNOW THYSELF

above stated amount. The amount is not large, but is important. Accommodations, you know, must be mutual; I have done my best to serve you, and think you must realize that you ought to do yours.

Very truly yours,

Dr. G.

If you are a young Chiropractor standing today upon the threshold of practice you are offered encouragement or disappointment: encouragement if you are coming into the profession to contribute what you can; disappointment only if you seek purely financial gain. If you or any one else expects professional life to pass along as a Sunday picnic there are disappointments awaiting you.

Your education probably has cost you in time, money and potential earnings to the tune of many thousands of dollars. You must not expect to get that money back again without years of unselfish service, because Chiropractic has for its prime objective the service it can give to humanity. Unless you subordinate to that objective all hope of personal gain you invite either failure or abuse of your privileges. No one should go into the profession if his ambitions are financial only. Many Chiropractors are making movie-star salaries; but, by and large, it can never be a money-making business.

Success or failure normally depends entirely upon the individual although, being human, we like to ascribe failure to conditions outside ourselves to excuse our

own frailties; therefore the recognition and overcoming of weakness is as important to the success of the individual as the studied application of his abilities. Probably the most important lesson a young Chiropractor must learn is that a diploma does not qualify one for success in practice. A sheepskin from every Chiropractic college in America, each in a gold frame, cannot give gray matter to those who lack it. In other words, you cannot get out of a man what God Almighty did not put into him.

The only diploma that amounts to anything is that which comes from the Great University of Practical Experience. Classroom theories and private office practice are often in opposition and the academic newcomer must not expect established standards to be discarded forthwith upon his ambitious suggestions, for they may be predicated on practical considerations unknown to the classroom. The mere veneer of education will no longer satisfy a practical world unless the foundations and materials are basically sound. A diploma and hope are no proper qualifications of ability; this situation has created unfortunate criticism by the public.

There is no special way in building practice. You do not walk in; you break in. The meteoric rise of the few makes interesting and inspiring reading but the painful truth is that progress, especially sound progress, is usually slow and tedious. No suggestion is intended that dreams and ambitions should be stifled, quite the contrary; but they must be tempered by and with practical factors. There is room in the profes-

CHIROPRACTOR, KNOW THYSELF

sion and the dream of the young aspirant can easily be fulfilled if he approach it with honesty and sincerity. Once you break in, Chiropractic offers you about ten years more of service at the end of your career than any other business does.

What a young Chiropractor just graduated into practice must do is to adjust his sights and recognize that the spirit of adventure is indigenous to youth. There is still no "royal road to success," no Aladdin's lamp to be rubbed. The necessary experience, information and sound judgment come between 40 and 50 years. Family influence, political manipulations, or even financial resources, might help, but do not give a passport to professional prestige,—more often it becomes a serious handicap. The young doctor who is raised as a hothouse plant and knows nothing of privation and distress is badly handicapped in the struggle for life alongside of the fellow who has come from the ground up.

Poverty and obstacles are merely a challenge to the courageous. Those who face the future with fear will fail as they would in all events. Those who have the will to win will succeed. Avoid the corroding influence of self-pity. A daily introspective glance at your own conscience to find out in what respects you are to blame for failing to move up the ladder of success is a healthy mental exercise. We are all prone to see the "mote" in our neighbor's eye when we cannot pluck the "beam" out of our own. When you are climbing the professional ladder never look down. You never get dizzy looking up.

CHIROPRACTOR, KNOW THYSELF

Chiropractors are made in the colleges, but are tried in the world. You will know this much better ten years hence than you do now. Every patient you attend feels as if Chiropractic is on trial, because public opinion is our supreme court, and you must be big enough in your idealisms and loyal enough to high professional standards not to let it mislead you, for you dare not commercialize, or make a "business" out of Chiropractic. It must never become routine for you. Every individual case you have is your individual responsibility. You cannot grind patients out of a mill and still maintain the sanctity of your obligation to your profession.

While brains and the power to succeed are a special gift from heaven, personality too, is bound to be a major factor. There is no pursuit where your ability to sell yourself as a pleasing gentleman stands you in greater stead. There is nothing more pitiful than to see a Chiropractor lacking friend-making ability. Chiropractic is a calling capable of developing all the good qualities of the heart, the brain and the hand, Yes; one is practicing; another is making two hundred dollars a month, the third is building a cathedral in which some day the profession and the public will come to worship.

There is no thrill quite as great as that which comes from relieving human misery and prolonging human life. Be honest in your conduct; honest in your attendance; and honest in your charges. You will be intrusted with secrets that would be confided to no other person. You will have access to persons whom

no one else can reach; at times when no one else is admitted; and allowed an intimacy accorded to no other person. You deal with the most beautiful and sacred of all trusts. "Keep the greatness of this trust." Our Seniors, both dead and still alive, have done much to give our profession honorable reputation. It is not only your duty, but your sacred obligation to do your part to maintain it. Approach the profession from that standpoint and we welcome you.

In conclusion, worthy reader, until another Homer arises to write a new Iliad about Chiropractic, make this brief dissertation your *modus operandi*, through which you prepare yourself to more closely study the physical, moral and mental infirmities of the various classes that make up your community. You will find this text both logical and pedagogical and we hope it will assist in overcoming many of our perplexities and help solve our problems without resorting to drastic methods, not only because they undermine our science but because they are the very antithesis of that which the public expects from a dignified professional man or woman. Although it often takes the form of challenge, we should proceed with our work on the assumption that we all are equally interested in discovering what is best, true and important. We shall often find that the best knowledge we have is a more or less workable hypothesis; and at other times we shall find it requires a master analyst to interpret the peculiar and complex environment that constitutes the practice of Chiropractic. People just cannot be measured by

CHIROPRACTOR, KNOW THYSELF

the same set of standards, and it is your rare privilege to make skill your chief reliance in restoring health to the sick and suffering, not only as a professional act, but as a distinctly desirable source of attainment of glory, fame and honor for your profession, as well as create for yourself a sphere of usefulness in the world Second to None. Nuli Secundus.

APPENDIX

The Gordian knot. An ancient king tied a hard knot about the yoke of his chariot, the man who loosed which, according to an oracle, was to be the king of the world. This was accomplished by Alexander the Great, who cut the knot in two with his sword.

* * *

The sword of Damocles. Dionysius, king of an ancient city, tired of the flattering remarks of Damocles, invited him to a banquet, seated by order of the king with a sword suspended over his head by a single hair; to his dismay Damocles was informed that a king's head was not any more secure than his.

* * *

A lesson we should learn. When Persia expected to crush Athens, a certain Eurybiades, Athenian naval commander, wanted the Greek fleet to sail to the isthmus. Themistocles objected, insisted that the Greeks wait and meet the Persian attack in the Straits of Salamis. When Eurybiades raised a heavy stick, Themistocles exclaimed: "Pataxon men acuson the." ("Strike, but hear me.")

That was an excellent answer for an individual, and, thanks to Themistocles, the victory of Salamis saved civilization from destruction and kept Persia from smothering intellectual Greece. Now if we could only say: "Strike, but listen," how different things might be.

APPENDIX

Man is the only one that knows nothing, that can learn nothing without being taught. He can neither speak nor walk nor eat, and in short he can do nothing at the prompting of nature alone, but weep.

* * *

Patient: "My hair is coming out, doctor. Can you give me something to keep it in?"

Doctor: "Well, there is an old pill-box you are welcome to."

* * *

Not what we give, but what we share, for the gift without the giver is bare.

Who gives himself with his gift, feeds three: himself, his hungering neighbor and Me.

—James Russell Lowell.

* * *

A Real Friend is: One whose grip is a little tighter, One whose smile is a little brighter, One whose deeds are a little whiter: That's what I call a friend.

One who will lend as quick as he will borrow, One who will share your joy and sorrow, One who is the same today as tomorrow: That's what I call a friend.

One whose thoughts are a little cleaner, One whose mind is a little keener, One who avoids those things that are meaner: That's what I call a friend.

One who is always willing to aid you, One whose advice has always paid you, One who has defended you when others flayed you, One who has been fine when life seemed rotten. One whose ideals you have not for-

APPENDIX

gotten, One who has given more than he has gotten:
That's what I call a friend.

* * *

A poor man served by thee shall make thee rich:
A sick man helped by thee shall make thee strong;
Thou shalt be served thyself by every sense of
service which thou renderest.

* * *

When I quit this mortal shore and mosey 'round the
earth no more:

Don't weep, don't sigh, don't sob, I may have struck
a better job.

Don't go and buy a large bouquet, For which you
will find it hard to pay; Don't hang around me feeling
blue, I may be better off than you.

Don't tell the folks I was a Saint, Or any old thing
that I ain't, If you have jam like that to spread; Please
hand it out before I'm dead.

If you have roses, bless your soul, Just pin one in
my buttonhole, While I am alive and well today, Don't
wait until I have gone away.—Selected.

* * *

The twenties are the moulding years of life, when
the young man forms those habits that shall direct
his career. Then he finishes his school work and looks
the world in the eye.

The thirties are the years of discouragement. It is
a hard and trying time. It is a time of battle without
the poetry and dream of youth.

APPENDIX

The forties are the years of vision, when man finds himself, finishes his castles in the air and knows the value of his dreams.

Life comes to its ripening in the fifties. These should be the years of jubilee and best works.

At sixty a man has committed enough mistakes to make him wiser far above his juniors. He should live better and do better work than in any decade of his life. No man has a right to retire in the sixties; the world has need of his wisdom.

Some of the best work in the world is done in the seventies. No man has a right to retire at any age unless he wishes to die.

* * *

Doctor: "Madam, place this thermometer between your teeth and keep your lips closed for fifteen minutes."

Husband on the Q. T.): "What will you take for the darned thing?"

* * *

Doctor: "Did that medicine straighten your husband out all right?"

Wife: "Yes, we buried him yesterday."

* * *

Interest Rate Above 4 Percent Confiscates: If one dollar be loaned and the interest added to the principal annually, at the rate named below, we shall have the following as the result of the accumulation of one hundred years:

\$1.00 in 100 years at 4% yields.....\$	50.00
---	-------

APPENDIX

\$1.00 in 100 years at 5% yields.....	131.50
\$1.00 in 100 years at 6% yields.....	340.00
\$1.00 in 100 years at 8% yields.....	2,203.00
\$1.00 in 100 years at 10% yields.....	13,809.00
\$1.00 in 100 years at 12% yields.....	184,675.00
\$1.00 in 100 years at 15% yields.....	1,174,405.00
\$1.00 in 100 years at 25% yields.....	2,551,799,404.00

* * *

Husband (feeling a twinge in the back while he is turning the radio dial): "I believe I'm getting lum-bago."

Wife: "What's the use, dear, you wouldn't be able to understand a word they say."

* * *

Politician: "Congratulate me, dear, I got the nomination."

His Wife: "Honestly?"

Politician: "Why bring that up?"

* * *

John or Henry can write a few figures on a piece of paper and make it worth \$5,000.000.

That's Capital.

The United States can take a little over half an ounce of gold and stamp an eagle upon it and make it worth \$10.

That's Authority.

A mechanic can take material worth \$5 and make it into watch springs worth \$500.

That's Skill.

APPENDIX

A merchant can take an article worth \$2 and sell it for \$5.

That's Business.

A Chiropractor can adjust a vertebra of the spine and restore health.

That's Science.

Your spine MUST be right before you can enjoy health.

That's a Fact.

* * *

The average number of hours of sleep required daily by humans is as follows:

At birth, 24 hours; at 3 months, 20 hours; at 6 months, 18 hours; from 1 to 5 years, 14 hours; from 5 to 10 years, 12 hours; from 10 to 13 years, 11 hours; from 13 to 30 years, 9 hours; above 30 years, 8 hours or more.

Heavy brain work should not be indulged in up to the last minute before going to bed as that makes the first sleep uneasy. The best plan is to rest the mind for at least half an hour before retiring.

A half-hour nap immediately after mid-day meal is extremely beneficial.

* * *

This would be a better world if the address on the doctor's bills were as hard to read as his prescription.

* * *

What is Vaccination? Vaccination is the inoculation of a healthy person with putrid pus taken from a

APPENDIX

festering sore on a diseased animal and of a distinct syphilitic character.

The above was a reply to that question put to Prof. Cruikshank, the famous bacteriologist of King's College, London, England, by the British Royal Commission that was appointed to investigate vaccination.

This definition can never be overthrown, because it is the clean-cut truth.

Pus, or matter, is the excretion from an inflamed sore. Everybody should know such matter is poisonous matter.

The fang of a serpent is the original hypodermic needle and poison-holding syringe. The vaccinator's equipment is the latest infringement on the serpent's fangs.

* * *

The only death from smallpox in London, England, reported for the year 1925 was that of a vaccinated woman, aged 57 years, who lived in Bethnal Green. She was admitted to the Metropolitan Asylums Board hospital on June 23rd, and died June 24th. No compulsory vaccination in England.

* * *

In the nine years ending 1914, over 13,000,000 vaccinations were performed in the Philippines, and the pus-polluting work has been kept up by the local authorities ever since. The following are the results for two years:

1918—Smallpox cases, 47,887; deaths from smallpox, 16,578; death rate, 34.8.

APPENDIX

1919—Smallpox cases, 99,300; deaths from smallpox, 47,395; death rate, 47.7.

* * *

During 1925 the inhabitants of the United States of America consumed the following, all of which, as eating, is totally lacking, or deficient in Natural Salts in Natural Combination (the so-called "vitamins").

It is no wonder that the Nation is going "jazzy."

Refined sugar	11,000,000,000 lbs.
Cornstarch	430,000,000 lbs.
Polished rice	373,000,000 lbs.
Refined flour	23,000,000,000 lbs.
Corn syrup	1,165,000,000 lbs.
Vegetable oil	1,800,000,000 lbs.
Meat	17,000,000,000 lbs.
Poultry and fish	4,000,000,000 lbs.

* * *

Death statistics give the cause of death in the U. S. A. in the following order: Heart diseases, most of all; then pneumonia, cerebral hemorrhage and softening, cancer, tuberculosis, et al.

Nothing weakens the heart and blood-vessels more than vaccines and serums and intra-venous medication. The most prevalent causes of death, it seems from careful investigation, are medication and wrong feeding. Nature is kind, but cannot withstand breaking down of her chief bulwarks.

* * *

Startling Fact: Only 60 children, under 5, in Eng-

APPENDIX

land and Wales died of smallpox in the last 21 years, but more than 200 have died of vaccination.

* * *

Throw your medicine away, it does not cure. Hippocrates, the "Father of Medicine." Amen!

* * *

A Boy or a Girl: If the impregnation take place from three to seven days after the cessation of the menstrual period the child will be a girl.

If the impregnation take place from eight to fifteen days after the cessation of the menstrual period the offspring will be a boy.

After that is uncertain—might be a boy or might be a girl.

* * *

Patient: "Do you think this medicine will do me any good?"

Chiro.: "Yes, if you follow directions."

Patient: "What do you mean?"

Chiro.: "Keep the bottle tightly corked."

* * *

Patient: "I believe I am a little better, Doctor, but I am still short of breath."

Dr. Killum: "I can stop that completely after a few more treatments."

* * *

A near-sighted man and his wife were inspecting an art exhibit with critical care.

Man (vainly striving for a better view of the

APPENDIX

abomination): "That's the ugliest portrait I've ever seen."

Wife: "Come 'way, you fool. You are looking at yourself in a mirror."

* * *

Laughing Gas: "Doctah," asked a lady of color, "Ah's come to see if yo' am gwine to order Rastus one o' dem mustard plasters agin today?"

Doctor: "I think perhaps he had better have one more."

Lady of Color: "Well, he says to ax yo' kin he have a slice o' ham wid it, 'count of it's a mighty pow'ful perscription to take alone."

APPENDIX

“Doctor, what should my child weigh and what should I weigh?

FOR MEN

Height	19 yrs.	20	21 22	23 24	25 29	30 34	35 39	40 44	45 49	50 up
5' 3"	129	130	132	133	135	135	133	131	129	128
5' 4"	133	134	136	137	139	139	137	135	133	133
5' 5"	137	138	140	141	143	141	140	139	137	135
5' 6"	141	142	144	145	147	145	143	141	139	139
5' 7"	145	146	148	148	151	151	149	147	145	143
5' 8"	150	151	153	154	156	154	152	150	149	148
5' 9"	155	156	157	159	161	161	159	157	155	153
5'10"	160	161	163	164	166	164	162	160	160	158
5'11"	166	167	169	170	172	172	170	168	165	163
6' 0"	172	173	175	176	178	178	176	176	174	170
6' 1"	178	179	181	182	184	182	179	177	177	175
6' 2"	184	186	188	189	190	190	187	184	182	181
6' 3"	190	192	194	195	197	197	194	191	189	187

FOR WOMEN

5' 0"	114	115	115	116	117	120	119	118	118	116
5' 1"	116	117	117	118	119	122	121	120	119	118
5' 2"	119	120	120	121	122	125	124	123	122	121
5' 3"	122	123	123	124	125	128	127	126	125	124
5' 4"	125	126	127	128	129	131	130	129	128	127
5' 5"	129	130	131	132	133	135	134	133	132	131
5' 6"	133	134	135	136	137	139	138	137	136	135
5' 7"	137	138	139	140	141	143	142	141	140	139
5' 8"	141	142	143	144	145	147	146	145	144	143
5' 9"	145	146	147	148	149	151	150	149	148	147
5'10"	149	150	151	152	153	155	154	153	152	151
5'11"	153	154	155	156	157	159	158	157	156	155
6' 0"	158	159	160	161	162	164	163	162	161	160

APPENDIX

BOYS FROM 5 to 18 YEARS

Av. Wt. Yrs.																		
Ht. In.	Lbs.	5	6	7	8	9	10	11	12	13	14	15	16	17	18			
38	33	33	33															
39	34	34	34															
40	36	36	36	36														
41	37	37	37	37														
42	39	39	39	39														
43	41	41	41	41	41													
44	42	42	42	42	42													
45	45	45	45	45	45	45												
46	47	47	47	47	48	48												
47	50	50	50	50	50	50	50											
48	52	52	52	52	52	53	53										
49	55	54	54	55	55	56	56										
50	58	56	56	57	58	58	61	62									
51	61	59	60	61	61	63	65									
52	64	63	63	63	64	65	67									
53	68	66	67	67	68	68	69	71								
54	71	69	70	70	71	71	73								
55	75	72	74	74	74	75	78	78							
56	79	76	78	78	79	81	82	83							
57	84	80	82	82	82	84	88	92						
58	89	84	86	86	88	93	96	101					
59	95	87	90	90	92	96	100	103	104				
60	101	91	95	95	95	97	101	105	108				
61	108	99	100	101	105	108	112	113	116			
62	114	104	105	106	109	113	115	117	118			
63	118	110	110	112	116	117	119	120			
64	121	114	115	117	119	120	122	123			
65	125	118	120	121	122	123	125	126			
66	129	124	124	125	128	129	130			
67	133	128	130	131	133	133	135			
68	138	131	133	135	136	138	138			
69	142	135	137	138	140	142			
70	144	138	138	140	142	144			
71	145	138	140	142	144	145			

APPENDIX

GIRLS FROM 5 to 19 YEARS

		Av.																	
Ht.	Wt.																		
In.	Lbs.	Yrs.	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		
38	34	34	34																
39	35	35	35																
40	36	36	36																
41	38	38	38	38															
42	39	39	39	39	39														
43	41	41	41	41	41														
44	44	44	44	44	44														
45	46	46	46	46	46	46													
46	48	47	48	48	48	48													
47	50	49	50	50	50	50	50												
48	53	52	53	53	53	53												
49	55	55	55	55	55	55	55											
50	58	57	58	58	58	58	58	58										
51	61	61	61	61	61	61	61										
52	64	63	64	64	64	64	64	64									
53	68	66	67	67	67	67	67	68	68								
54	71	70	70	70	70	70	71	71	72							
55	74	72	73	73	73	73	74	74	74							
56	78	75	76	77	77	77	78	78	80							
57	82	79	80	81	81	82	82	83							
58	85	83	84	84	85	85	86	87							
59	89	87	88	89	89	90	90	90						
60	94	91	92	92	93	94	95	96						
61	99	95	96	97	99	100	103	106					
62	104	100	101	102	103	104	107	111	116				
63	111	105	106	107	108	110	113	118	123	127			
64	117	119	111	113	115	117	123	126	130			
65	123	114	117	118	120	122	127	131	134			
66	129	119	122	125	128	132	136	139			
67	133	124	128	130	134	136	139	142			
68	139	134	134	137	141	143	147			
69	144	137	139	143	146	149	155			
70	147	143	144	145	148	151	155			
71	152	148	150	151	152	154	159			
72	157	153	155	156	158	163			
73	163	157	160	162	164	167			
74	169	160	164	168	169	171			

APPENDIX

Futilities: Painting the lily. Preaching what you refuse to practice. Hoping for something to turn up and doing nothing about it. Panning for gold at the rainbow's end. Convincing a man that he cannot continue to beat the market. Expecting to make men of high standards through legislation alone. Taking "curbstone" opinions as a guide. Losing your personality in imitation. Believing you were born under a lucky star and that you can always get away with it when speeding through changing traffic lights. Telling the judge he is dead wrong. Criticizing shoddy goods when you are unwilling to pay the price. Expecting friendship without being a friend.

* * *

Treating a professional brother or sister wrong is just like beating a man with his own crutches. The Father of Chiropractic, with charity for all, would like to see the tomahawk exchanged for the olive branch, and he would say, "Go and get sick people well and extend the hand of brotherhood to all, from the great unwashed, the wet-washed, the rough-dried, to the completely finished."

* * *

A specialist is a doctor who learns more and more about less and less, until he knows absolutely everything about nothing.

Remember this fact when your patients are forced to go outside of the profession, it not only creates an adverse opinion of your knowledge, but it also gives others an opportunity to tear down all that you have

APPENDIX

built up in your patient's mind, perhaps over a period of years. And don't think for one minute that they overlook this golden opportunity which you, yourself, have given them to ridicule you.

* * *

A quack is a practitioner who has not graduated from a school approved by the A.M.A. But no one ever said so except the A.M.A.

* * *

"Physical therapists are medical graduates skilled in physical therapy." So sayeth the A.M.A. Journal of April 12, 1930. So, therefore, if you use physical therapy in your practice you automatically become a medical graduate—h.j.h.

* * *

Chiropractic—what does it mean? Chiro, hand, and Praktikos, practical. Too much stress should not be placed on the somewhat cacophonous term, "doing by hand." Of course, chiro-practo means hand doing, but Chiopraktikos is quite a different term—it means hand practicality, one who is practical with his hands. A person could not be practical with his hands without using his gray matter. Chiopraktikos, therefore, is a practical individual efficient with his hands, restoring health according to the Chiropractic method. Chiropractic is the science that teaches health in anatomical relation, and unhealth in or from anatomical disrelation. The art consists in the various means of restoring anatomical relation through the joints of the skeletal frame by process of adjusting by hand.

APPENDIX

Pericles, under whose leadership Athens reached its zenith of scientific, imperial and commercial prosperity, said that his son ruled the world.

Puzzled by the remark, a friend asked him to explain.

"It is quite simple," replied Pericles. "Greece rules the world; Athens rules Greece; I rule Athens; his mother rules me; and the baby rules her."

* * *

Medicines are nothing in themselves if not properly used, but the very hands of the gods if employed with reason and prudence. Herophilus.

* * *

"It is good of you, Doctor, to have come this far to see my husband."

"Not at all, madam, not at all. I have a patient next door and I thought I'd kill two birds with one stone."

* * *

An ass between two thistles starved to death because he could not make up his mind which one he should eat first.

* * *

To establish somatic normality there are four essentials which must be established before positive results can be obtained, which are: (1) Structural balance; (2) the elimination of drugging process; (3) the removal of waste debris from the body by natural

APPENDIX

methods; (4) the use of the appropriate diet and tissue salts.

* * *

Look about you, Doctor, in the world of successful practitioners and you will find that in the majority of cases, faith in the doctor is a greater aid to the recovery of the patient than the method of treatment itself. The doctor, to restore the patient's health and to get results, must have the sufferer's confidence.

Not much "argument" here, this book should do its own arguing. Do not thumb it here and there, but read the entire book from cover to cover. And after you study it over and over again and again and then again, it will qualify you to match brains with the greatest, the wisest, and the best. And as a result you will have a broad panorama, a keener, clearer understanding of what is happening—and why. Then you will discover the real secret, the very foundation of the success of the various systems of practice that have persisted throughout the years with much less efficient means than we have. They have not only successfully catered to fashion, but they have actually become the profitable delusion of our day, and have captivated almost all ailers with the wonder-creating something made of nothing, whose chief use is to amuse the feeble. They have already lasted longer than they should have, had not the Chiropractic profession been so slow to acquire that something which you will find within the pages of this book.

APPENDIX

Should this book prove helpful even in a small way, I shall be gratified, and if not, I shall be forced to take refuge behind the following defense: I have conscientiously tried to deliver the goods to the best of my knowledge and ability. What more can I do?

* • *

Let me fail in trying to do something rather than sit still and do nothing. Cyrus Hamlin.

**For more Chiropractic and
Osteopathic books on CD**

Visit

www.OsteopathicBooks.net

and

www.DCFirst.com

Acupuncture Charts & Books

www.AcupunctureProducts.com

INDEX

— A —

Abortion to produce, condemned.....	174
Accepting presents	191
Accidents and injuries.....	84-185
Accounts, keeping regular.....	22
Accounts, crossing	191
Adjustments, your cardinal unit.....	66
Adjustments, novel	38
Adjustments, mastering the art.....	92
Adjustments, proper	135
Adjustments, given heroically.....	195
Admission into society membership.....	152
Advice to newly married.....	192
Aladdin's lamp	208
Alexander the Great.....	212
Altruism and philanthropy.....	44
Apathy toward Chiropractic.....	149
Appearing rough	140
Appointments for the next visit.....	165
Approaching the sick is an art.....	67
Assistant, unpaid	180
Associations	149 to 152
Athens	211
Attending gratis	33
Attending similia similibus.....	39
Attending for another Chiropractor.....	32
Attending servants of the rich.....	167
Automobile, shabby	51
Avoid soiling contacts.....	28
Avoid double callings.....	145
Avoid decrying Chiropractic.....	93
Avoid boasting	25

— B —

Barber-surgeons, how originated.....	63
Baptism, when and how to administer.....	119
Belittling our science.....	35
Beware of confidants.....	125

INDEX

Book of life.....	115
Borrowing from persons.....	191
Boy or a girl, what will be.....	220
Building a successful practice.....	145-158-207
Business is business.....	44

— C —

Catholic patients	118
Catholicism	118
Certificates, refusing to give.....	178
Charity, you must discriminate.....	54
Cheap signs, cheap fees condemned.....	46
Children's likes and dislikes.....	160
Chiropractic, what does it mean.....	226
Chiropractic, divorce from everything.....	145
Chiropractic, entering practice	206
Chiropractic, do not cheapen.....	54
Chiropractic, a dignified calling.....	13-129
Chiropractic, statements about	96 to 112
Chiropractic societies, not specific.....	150
Chiropractic leaders	87 to 95
Chiropractic neighbor	72
Chiropractic history	76
Chiropractor, take down his shingle.....	136
Chiropractor's wife	199
Cleanliness is gentility.....	58
Collecting your bills.....	51-189-203
Collection letters	205
College taught you.....	16-18-20
Competitive practice	21
Consultations	29-31-36-180
Consultations with skeptics.....	198
Conventions	150
Corporation doctors	170

— D —

Damocles, the sword of.....	212
Death, contributory causes.....	187
Death, sudden, what to do.....	185
Death statistics, smallpox.....	218
Debts, pay punctually.....	189
Defend your professional brother.....	172
Demands from professional men.....	20

INDEX

Diagnosis in sudden sickness.....	185
Dignity and artificiality.....	168
Dionysius	212
Diploma, what it is worth.....	16-207
Dismissed from a case.....	25
Distinguish cases	25-124
Do unto others, etc.	62
Doctor, what is the matter with me?	133
Doctor, when shall I pay you?	58
Doctor, when is an angel.....	58
Doctor, time, hope, faith, etc.	39
Doctor, young	16
Doctors, from other schools.....	179
Doctors, gossiping	65
Doctors, linguistic	196
Doctors, encountered	12
Doctor's conduct	28

— E —

Economize time	164
Education, preliminary	10
Ethical duties	72-155
Ethics	61 to 64-72
Examination, important	137-138-192
Expressing opinions	132

— F —

Faith is controlling lever.....	159
Familiarity with patients.....	124
Family practice	159
Fear and worry.....	193
Fee table	48-49
Fee or no fee	47
Fee splitting system.....	113
Fee, ridiculous	20
Fee, how to arrange payment.....	203
Fees are not paid because.....	203
Females have potent voice.....	159-173
Flexibility of manner.....	128
Frivolous fashions condemned.....	59

INDEX

— G —

Glorious past	76
Gordian knot	212
Gossiping doctors	65
Greece	212
Guaranteeing sure recovery.....	34

— H —

Homer	210
Human nature	134
Humanity requires you to do.....	33
Humble beginning	63

— I —

Interest rate	215
Interest towards your patients.....	69
Insulted by silly persons.....	141
Invested a small fortune.....	17-206

— J —

Jolly good fellow.....	200
------------------------	-----

— L —

Lawsuits must be avoided.....	174-176
Leadership	87-91
Legal entanglements to be avoided.....	174-176
Legal testimony	171-175
Leisure and relaxation.....	24
Lessons we should learn.....	212
Location and appearance of office.....	27
Lovell, Dr., N. D.	111
Love thy neighbor, etc.	72

— M —

Marrying money	199
Masquerading pseudo-Chiropractic	89
Medical doctors' statements.....	96 to 112

INDEX

Mental healing	114
Mistakes and misconduct.....	19
Mixers and straights.....	76 to 94
Mixer's idea	78 to 86
Money dealings with patients.....	57

— N —

Never neglect to take your money.....	57
Nurses and attendants, give praise.....	160

— O —

Obstetrical practice	121
Office appearance	28-50
Office, not a hangout place.....	28
Office, should never be neglected.....	28
Old practitioners	15-20
Old regular schools	11
Over-adjusting	195
Over-attentive	125

— P —

Pachyderms, bores, and others.....	153
Palmer, D. D.	64-76
Palmer, B. J.	76
Panaceas, dogmas and doctrines.....	62
Partnerships	29
Patients, self-poisoned	194
Patients, of other doctors.....	162
Patients, endurance to sickness.....	136
Patients, of another Chiropractor.....	163
Patients, clandestine	124
Patients you should visit.....	162-186
Patients you should not visit.....	127-162
Patients, undesirable	35-180
Patients, poor	54
Patients, wishes, errors, prejudices.....	142
Patients, fears and phobias.....	137
Patients, diseases are secret.....	154
Patients, mind you must fathom.....	66
Patients, honest	56

INDEX

Patients, fraudulent	56
Patients, troublesome	52
Patients, in hopeless state.....	56
Patients, referring, condemned.....	30
Pay your honest bills.....	189
Pericles	227
Personal appearance	58
Pioneering work	129
Politeness	69
Politics	145
Popularity and money future.....	51
Practice in wealthy sections.....	166
Practicing is your business.....	44
Presents, accepting	191
Professional catspaw	172
Professional fame is your chief capital.....	71
Professional hatreds	72
Public opinion	128-209
Puffing yourself	19
Pseudo-gentlemen	50
Psychology in practice.....	83

— R —

Relatives and friends.....	35
Religion	114 to 121
Reputation	68
Request payment of your bills.....	51-203

— S —

Sacrament, when to administer.....	118
Scandals to be avoided.....	154
School boys and girls.....	161
Seal your lips	156-200
Secrets, not to be exposed.....	155
Selling yourself	196-209
Seniors must be respected.....	63-210
Seniors should be defended.....	88- 93
Servants of the rich.....	167
Sheepskin, what it is worth.....	16-207
Sick-room critics	142
Skill, how to develop.....	70
Sleep required	217

INDEX

Smallpox	217
Solicited by persons.....	153
Social influence for practice.....	158-200
Speak well of others.....	21
Specialism, condemned	30
Specialist	225
Statistics of misfits.....	14
Statistics of accidents and injuries.....	84
Straight Chiropractic idea.....	86
Suing patients never pays.....	55
Syphilis, prophylactic and statistics.....	181-193
System of swindling the sick.....	113

— T —

Tact toward nurses.....	160
Teaching people the secrets of Chiro.	40-42
Temporize your opinion.....	173
Threshold of practice	71-206
Timidity and infallibility.....	30
True politeness	14
Twenty years of practice.....	50
Types of people a wife will meet.....	199

— U —

Undercharging is ruinous.....	47
Unethical, unprofessional	162
Unmarried females, pregnancy feared.....	173
Unprincipled tricksters	52

— V —

Vaccination	217
Venereal disease	181
Venereal statistics	193
Venereal prophylactic	193
Visiting patients	70-127
Vulgar jokes	65-141

— W —

Weight, what should be.....	122
Winchell, Walter	107
Women, tricky, double-dealing.....	56